



# THE MINOX MEMO

## Classic Collection

A Series of Reprints by the Minox Historical Society

<http://www.minoxmemo.org>

\$19.95



### MRS. JOHN FOSTER DULLES, PHOTOGRAPHER

Editor's Note: Vance Trimble, Scripps-Howard staff writer, spotted this unusual story because he is a Minox V. himself.

Like most amateur photographers, Mrs. John Foster Dulles just aims and snaps the shutter, and hopes she gets a good picture.

Usually she does. Most of her pictures are historic. That's because for many years she focused on our late Secretary of State or the world leaders he rounded the globe to see. Mrs. Dulles generally went along with him, and where she went she carried her Minox.

Until recently, her pictures had been seen only in the family circle. However, at the request of the Scripps-Howard newspapers, Mrs. Dulles selected the favorite snapshots she has made. Here they are—scenes from the history of our time.



On the beach at Columbia, Carolina, Secretary Dulles enjoyed an afternoon stroll. This was in March of 1960, when the Dulleses were returning from the G-20 meeting in London.



### MINOXING AROUND THE WORLD



When Robert J. Goldman, President of the Photographic Society of America, and his wife made a round-the-world cruise in January, their Minox traveled right along with them, recording the strange and memorable sights of foreign lands—a few of which are shown here. Taking pictures under a great variety of lighting conditions with a minimum of preparation, Mr. Goldman brought home a wonderful record of his trip.

Of the photo at the upper left, he says, "This was taken under difficult and contrary lighting conditions in a native market in Africa. Pictures of natives, human interest shots and any other photos of people are always the most interesting, but the hardest to take. Most people 'freeze' when a camera is pointed at them—but not when you're using a Minox. Its inconspicuous size makes it invaluable, particularly when shooting those who do not want their pictures taken."

The upper right photo was taken in the S.S. Bergendjard's motor



(Continued on Page 19)



### COUNT ME IN!

PLEASE RUSH ME THE FOLLOWING:

#### Quantity

- #11 Silver Oxidized Minox Cuff Links @ \$2.95 a pair
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- #15 Silver Oxidized Minox Tie & Scarf Bars @ \$2.95 each
- #16 Gold Plated Minox Tie & Scarf Bars @ \$3.50 each
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#### Charge to my account:

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### DR. JULIUS BAER AND DR. ROBERT BERRIS TRIUMPH IN THIRD MINOX PHOTO CONTEST

Don O. Thayer, president of Minox Processing Laboratories, has officially announced the selection of Dr. Julius Baer, Forest Hills, N.Y., and Dr. Robert F. Berris as first prize winners of the Third Minox Photo Contest in the Pleasure and Business Divisions respectively. Covering every conceivable subject and involving every technique imaginable, this ultra-miniature photography competition drew an overwhelming 7,256 entries, submitted by Minox'ers in every state in the union—including Hawaii and Alaska! The three judges—Hugh Edwards, Curator of Photographs of the Art Institute of Chicago; Al Madson, Photo Editor of the Chicago Tribune; and Joe J. Marx, first prize winner of the two previous Minox Photo Contests, were amazed and delighted by the outstanding caliber of work represented. Following are the twenty Minox'ers who were chosen for top honors.

#### PLEASURE DIVISION

- 1st TWO CHILDREN  
Dr. Julius Baer, Forest Hills, N.Y.
- 2nd NUNS AND ABSTRACT  
ART  
William S. Loring, Elizabeth, N.J.
- 3rd ACAPULCO BULLFIGHT  
Mel Wenger, Chicago, Ill.
- 4th WINTER FUN  
Norm Fitzgerald, Jr., Chicago, Ill.

- 5th THE TELEVISION VIEWER  
L. M. Radovsky, Toledo, Ohio
- 6th BABY  
R. C. Larson, West Hartford, Conn.
- 7th FORT LARAMIE  
Samuel R. Freeman, Shaker Heights, Ohio
- 8th HEAD IN COLOR  
C. Torrey Adams, Newport, Mich.
- 9th THE FARM  
Bernie D. Miller, Ft. Worth, Texas
- 10th CITY SCENE  
Ferd Ziegler, Maplewood, N.J.

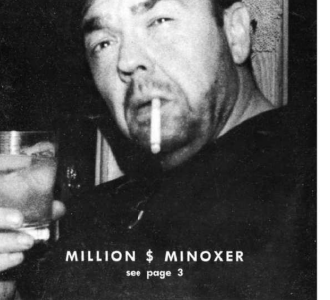
#### BUSINESS DIVISION

- 1st SURGICAL  
Dr. Robert F. Berris, Denver, Colo.



### MINOX MEMO

GRANTS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.



MILLION \$ MINOXER  
see page 3

## The Minox Historical Society Presents: The Minox Memo

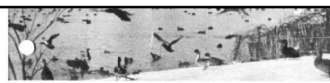
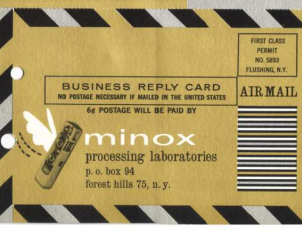
### Series 1 Volume 2

Summer 1959—Winter 1961

If they wear a tie or scarf... and 99.98% of all living Minoxers do... give them these unique Minox Tie and Scarf Bars.

- #J-6 is a much desired Minox Clip at \$2.95 each, in silver oxidized hand-relieved finish.
- #J-6, in Hamilton gold plated rose satin finish, "clips" your wallet for a mere \$3.50.
- Prefer a Tie Tack and Chain? OK! They're yours! In silver oxidized hand-relieved finish only, #J-7, at \$2.50 each.

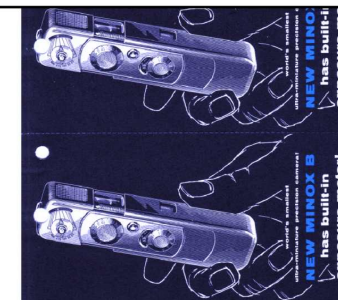
All shown are gift packaged... almost irresistible for stocking stuffers... almost too responsive for gift givers of your Minox. And, speaking of gifts... how about giving yourself with a complete set of Minox jewelry?



### SHOOTING DUCKS WITH THE MIGHTY MINOX

On a picturesque pond in Ohio there's a breed of ducks that has no biological name. But they could properly be called Castellan Ducks. Composed of many different species, they have one thing in common: they all spend their winters in Castella, Ohio, on a pond that never freezes. The pond is formed by overflow from the nearby Blue Hole, which is fed by an underground river. Yet, if it weren't for the cooperation of people living in and around Castella, the ducks would have to winter elsewhere. The pond, while it maintains a year-round temperature of 48 degrees, does not support any animal or vegetable life.

Mrs. Allen Powell of nearby



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A Series of Reprints by the Minox Historical Society

Volume 2

Series 1

Summer 1959—Winter 1961

Compiled and Edited by Larry Feldman  
Additional processing by Lara Feldman

2004



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volume 2 number 1

SUMMER/1959

## JOE MARX AND BRENT BAILEY WIN TOP HONORS IN 2ND MINOX PHOTO CONTEST

Don O. Thayer, President of Minox Processing Laboratories, has officially announced the first place winners of the Second Minox Photo Contest as Joe J. Marx, Loveland, Ohio, and Brent P. Bailey, Abilene, Texas, in the Pleasure and Business Divisions respectively.

This year's ultraminiature photography competition drew an overwhelming number of entries, with 5623 Minox photographs submitted by Minox'ers from coast to coast. The three contest judges—Joseph D. Cooper, author of "Ultra-Miniature Photography" and columnist for Modern Photography Magazine, David B. Eisendrath, Jr., Technical Editor of Photo Methods for Industry Magazine, and Bob Schwalberg, Technical Editor of Popular Photography Magazine—were greatly impressed with the photographs submitted. Here are the twenty award winning Minox'ers who were chosen by the judges.

### PLEASURE DIVISION

- 1st GRANDFATHER'S DAY  
Joe J. Marx, Loveland, Ohio
- 2nd NEW YORK AT NIGHT  
Jack Gomberg, Brooklyn,  
N. Y.
- 3rd WEB  
C. Torrey Adams, Newport,  
Mich.
- 4th KITTEN IN A CHAIR

Kenneth W. Keefe, Missoula,  
Mont.

- 5th HARBOR SCENE  
Norman J. Fitzgerald, Jr.,  
Chicago, Ill.
- 6th LINES AND CURVES  
Lou Bluestone, Detroit,  
Mich.
- 7th MERCI, MADAME!  
Joe J. Marx, Loveland, Ohio
- 8th FACADE OF BUILDING  
J. Chandlee Ergood,  
Philadelphia, Pa.
- 9th SNOW SCENE  
Joseph S. Peacock, Park  
Ridge, Ill.
- 10th LITTLE LADY  
James A. Landis, San  
Marino, Calif.

### BUSINESS DIVISION

- 1st MONORAIL  
Brent P. Bailey, Abilene,  
Tex.
- 2nd MEN AT WORK  
Bruno C. Kosack, St. Clair  
Shores, Mich.
- 3rd GRAAFIAN FOLLICLE  
Nathan Honen, Hempstead,  
N. Y.
- 4th WELDED WIRE FABRIC  
IN USE  
Don Gehring, Arlington, Va.
- 5th CONSTRUCTION  
WORKERS  
C. R. Mather, Jr.,  
Jeffersonville, Ind.

(Continued on Page 2)

**CONTEST (Cont'd.)**

- 6th WELDER  
George R. Clark, Ft. Worth,  
Tex.
- 7th CANNON WOUND  
Dr. H. L. Chasserot, New  
Rochelle, N. Y.
- 8th RIVER DOCK OF  
CHEMICAL TERMINAL  
Louis H. T. Dehmlow,  
Wilmette, Ill.
- 9th GIRL IN GREEN  
Agnes Halsey Jones,  
Cooperstown, N. Y.
- 10th THE BELAFONTES AND  
MacRAES  
Bernard L. Gluckman,  
New York, N. Y.

In addition, two entries which were not selected for one of the first ten prizes were considered so outstanding that the judges awarded them a special Honorable Mention. The Honorable Mention winners are:

ORATOR'S CORNER,  
HYDE PARK

Lou Schor, Sherman Oaks, Calif.  
BRONX CHEER  
C. Larry Unland, St. Louis, Mo.

What makes an award-winning photograph . . . and why did the Minox prints selected win the judges' nod of approval? We feel that a discussion of these winning prints can be of great value to other Minox owners, and this and subsequent Minox Memos will contain photographic reproductions and helpful information.

**JOE MARX TAKES TWO  
AWARDS . . . TOPS COM-  
PETITION FOR SECOND TIME**

For the second consecutive year, Joe J. Marx captured first prize in the Pleasure Division . . . and this year he even outdid himself by also placing seventh in the face of extremely heavy competition. One of the world's most ardent Minox'ers, Mr. Marx is a regular contributor

to the Minox Memo. In his "Marx's Minoxology" column, he has often advised other Minox enthusiasts to learn to recognize prize picture material when it presents itself. Mr. Marx himself has an educated eye indeed . . . is a great advocate of human interest shots. His first place photograph is an outstanding example of his theory in practice—capturing a warm, sensitive and memorable moment.

Mr. Marx's seventh place entry also exemplifies his practice of creating unforgettable pictures wherever and whenever the situation arises. "Merci, Madame!" was shot on his recent European vacation, while strolling down an obscure street in search of picture material. The relaxed, completely unposed attitude of the Frenchwoman and the interesting composition around her expresses with an eloquence beyond words the value of seizing every opportunity as it presents itself. As Mr. Marx has often stated, only the Minox enables you to do this . . . to capture out-of-the-ordinary shots anytime, anywhere.

**BRENT BAILEY MINOXES  
FROM MEXICO TO ALASKA**

To Brent P. Bailey, District Manager for a construction equipment manufacturer, the Minox is a constantly-used tool of the trade . . . enabling him to develop a technique that captured first prize in the Business Division. In covering his territory, an important facet of Mr. Bailey's occupation is to take all advertising and publicity photographs for his firm. How well the Minox fills his requirements is best described by quoting Mr. Bailey directly: "In the past year and a half, my Minox has been from Mexico to Alaska and from the East Coast to the West Coast. I have had a number of Minox photographs published without the publishers even know-





First Prize in the Pleasure Division, "Grandfather's Day" by Joe J. Marx, Loveland, Ohio.

ing that they were done with an ultra-miniature camera . . . I have successfully recorded the Carlsbad Caverns from one end to the other; have taken portraits of miners 800 feet underground with only the light from the mining lamps on their hats. I have done human interest stories at International airports at 2 A.M. with dimly lit interiors to tell the true story of the man on the road, and have done aerial and industrial photography with the Minox. I carry a clamp-on tripod at all times in my briefcase to record documents and have used the Minox from well below zero to the heat and humidity of the Tropics.

My Minox camera has taken a terrific beating under all conditions and yet I am sure that if I pull it

out of my pocket right now, it will capture that once-in-a-lifetime photo that could not be gotten with any other camera."

#### **MAGNIFICENT COLOR WINS AWARD FOR JACK GOMBERG**

Commercial artist Jack Gomberg originally purchased his Minox solely to record material for future paintings, but after experimenting with Minox color photography, he has become an avid amateur photographer, using his Minox exclusively as a color camera. Mr. Gomberg believes that it's the photographer's point of view that makes the picture outstanding, and that Minox color photos can be as magnificent as photographs taken with larger cameras. He writes that

*(Continued on Page 4)*

**CONTEST (Cont'd.)**

"the factor of personal judgment makes the difference—not the size of the camera." From the samples of Mr. Gomberg's color photography submitted, the judges certainly agreed. Your editor only wishes that we could reproduce Mr. Gomberg's inspiring "New York at Night" in its full beauty. Other Minox color photographers will gain a valued insight into Minox color photography through Mr. Gomberg's article on page 13 of this Minox Memo.

**SPUR-OF-THE-MOMENT  
SHOT PAYS OFF FOR  
GEORGE CLARK**

As Air Safety Investigator for the Civil Aeronautics Board, George R. Clark must constantly obtain photographs of all conditions or practices potentially hazardous to aviation safety—and they must usually be

secured under adverse conditions. Naturally, most of his shots are spur-of-the-moment type, with little opportunity to plan for lighting or camera angles. They must be taken rapidly, with a minimum of preparation and using available light, which is often none too good, as in the case of his prize-winning "Welder." However, Mr. Clark states that he has taken many useful shots with his Minox that would have been unobtainable with any other camera. His Minox photos have been used as evidence in technical reports and accepted as documentary evidence for exhibits in the official records of the Civil Aeronautics Board. Mr. Clark uses three guides for clear, precise Minox photography: the best results are obtained with lower speed films; always steady the Minox for shots at slow shutter speeds; and focus is critical on extreme close-ups.



First Prize in the Business Division, "Monorail" by Brent P. Bailey, Abilene, Texas.



Second Prize in the Pleasure Division, "New York at Night" by Jack Gomberg.



Seventh Prize in the Pleasure Division, "Merci, Madamel" by Joe J. Marx, Loveland, Ohio.

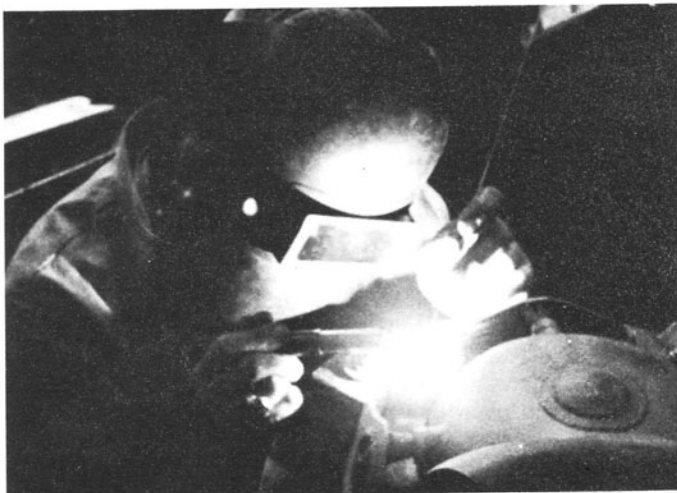
### AD MAN NORMAN FITZGERALD SHOOTS FOR FUN . . . AND WINS

Norman J. Fitzgerald, Jr. became interested in the Minox about ten years ago, when a friend of his proudly displayed his new ultra-miniature camera and made Mr. Fitzgerald vow that someday he too would own a Minox. Shortly after the Minox B was introduced last year, he purchased one . . . and

during his first year as a Minox'er he took his prize-winning "Harbor Scene." This young advertising production manager professes no exceptional ability as far as picture-taking is concerned, but his excellent Minox print shows an unusually good natural feeling for composition and superior choice of subject matter that makes an interesting picture.

(Continued on Page 6)

Sixth Prize in the Business Division, "Welder" by George R. Clark, Fort Worth, Texas.

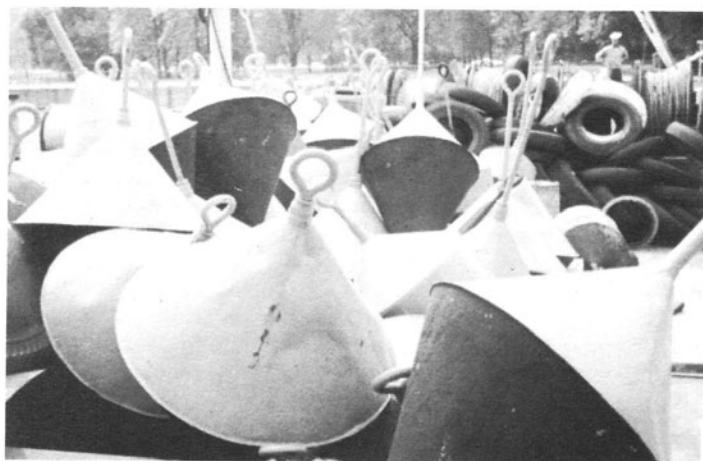






Ninth Prize in the Pleasure Division,  
"Snow Scene" by Joseph S. Peacock,  
Park Ridge, Illinois.

Fifth Prize in the Pleasure Division,  
"Harbor Scene" by Norman J. Fitzgerald, Jr.,  
Chicago, Illinois.



## CONTEST (Cont'd.)

### JOSEPH PEACOCK REPEATS LAST YEAR'S FEAT

Another second-time Minox Photo Contest winner is Joseph S. Peacock, magazine publishing executive, who is a relatively recent Minox booster. His winning photograph in the First Minox Photo Contest was taken with the first cartridge of Minox film he ever shot . . . and he now repeats his feat with another prize-winning shot in his second year as a Minox'er. Mr. Peacock's "Snow Scene" was taken during his recent European vaca-

tion, shot high in the Alps at the top of the Jungfrau in Switzerland!

Mr. Don Thayer and the editors wish to express sincere appreciation to all of you who helped make the Second Minox Photo Contest an overwhelming success . . . even beyond our high expectations. We hope that this article and the others to follow will be helpful to you who wish to become better Minox photographers, and will stimulate your thinking and aid your technique in the world of ultra-miniature Minox photography.

## "SMALL MINOX—BIG PICTURES" IS HELPFUL NEW BOOK



Minox'ers everywhere will welcome a valuable new book entitled "Small Minox—Big Pictures," written by Rolf Kasemeier, an executive at the Minox factory in West Germany. In clear, easy-to-understand language, Mr. Kasemeier shares his vast knowledge, experience and photographic techniques in a book that requires no advance knowledge on the part of the reader . . . but rather is intended to turn amateurs into semi-professional Minox photographers.

Mr. Kasemeier's book is not only a complete one-volume guide to the Minox III-S Camera, but it also covers, for the first time, the complete workings of the new Minox B Camera with built-in exposure meter.

Among the subjects covered are: controls, picture-taking, technical data, the lens, distance scale, depth of field, light transmission, shutter and exposure, viewfinder, filters, loading and unloading the camera, changing and cutting partly exposed film, and care of the camera; the Minox B—operation, exposure setting, shooting at slow speeds, filters, flash and flash exposure. "Small Minox—Big Pictures" also explains in detail film developing, enlarging, slide projection and usage of all Minox accessories.

The amateur Minox'er will gain a new insight into the capabilities

of his camera. There are chapters on what to photograph and how, composition, background, shooting fast-moving objects and color photography. The complete, concise text is fully illustrated with over 70 actual photographs with detailed explanations . . . plus more than one hundred pictures, tables and diagrams explaining working and use of the Minox and its accessories.

Priced at \$2.95, "Small Minox—Big Pictures" is available through your authorized Minox dealer.

## TWO NEW MINOX CLUBS LOOKING FOR MEMBERS

With Minox Clubs on the move and bigger than ever, two more Minox'ers—both in New York State—have requested that we give them a helping hand in contacting new members.

Miss F. V. Harten, 120 West 183rd Street, New York 53, New York, would like to hear from other Minox enthusiasts in the Queens-Manhattan-Bronx area regarding the formation of a Minox Club for mutually helpful discussion and exchange of ideas. Minox'ers in this area may contact Miss Harten at the above address or by calling her home, CY 8-2085.

Mr. Harry C. Copeland, 101 Lincoln Avenue, Syracuse 4, New York, is also anxious to get together with other Minox owners in the Syracuse area. If you are interested in joining this Syracuse Minox Club, just drop a note to Mr. Copeland at the above address.

If you would like to start your own Minox Club, send us your name and we'll publish the notice in the next issue of the Minox Memo. And Minox Clubs, wherever you are—be sure to let us in on news of your meetings, the subjects you discussed, and any other information that would be of interest to other Minox owners.

## THE THREE-LEGGED CHIPMUNK AND I

By O. E. Johnson



**Editor's Note:** Mr. Johnson's pictures of this unusual little animal aroused so much curiosity that we asked him to tell us the story behind the photos . . . with these delightful results.

First you find a wild three-legged chipmunk. This is rather hard to do as there are not many around. (This one has only the stub of his left front leg.) Then for the next couple of years you buy about 25 pounds of peanuts, and over that period, you keep throwing the peanuts less and less distant from you . . . thereby getting the chipmunk nearer and nearer to you. The last several months are spent trying to get the chipmunk to run up your leg into your lap. At last you are rewarded and actually get him into your lap for peanuts.

About this time you begin to think about taking his picture, but you find that although you have several expensive cameras and



lenses, they don't focus to approximately 18 inches, which is the distance from your eye to the chipmunk in your lap . . . so what to do? You think of the Minox which you have read will focus down to 8 inches. You investigate and find it is true. The more you have the Minox in your hands, the more it appeals to you. It is so compact it would be easy to carry at all times. So you buy one. You next shoot a roll or two of black-and-white ASA 25 film to see if what they say about it is true. You are really amazed at what it will do. You find everything they say about it, and more, is true—you are delighted.

You are now low on peanuts so you buy another 4 or 5 pounds, load your new Minox with more ASA 25 film, locate your three-legged chipmunk, sit down in a chair with the Minox and the peanuts, start making a noise like a chipmunk—and here he comes up your leg.

It's easy with a Minox.



## NEW MINOX MAILING BAGS ALLOW YOU TO SPECIFY PRINT FINISH

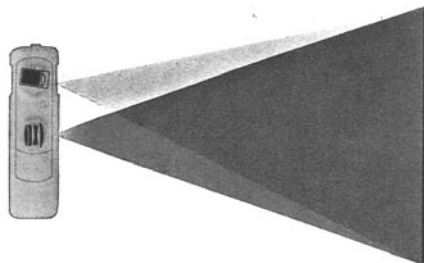
With the Minox growing in popularity as a professional tool of the trade as well as an ideal pleasure camera, Minox Processing Laboratories has been receiving more and more requests for prints with a mat white finish or a glossy finish that can be used for reproduction. As you know, unless we received specific instruction to the contrary, for the past three years we have been returning your finished prints on imported Leonar eggshell paper, since most Minox'ers seem to prefer the fine quality that this sepia-toned paper affords. However, in order to facilitate processing and eliminate the necessity of your writing out special processing instructions, a new Minox mailing bag has been designed and is now being distributed for our customers' use.

The new mailing bags carry a listing of the types of paper available for finished prints—either eggshell, glossy or mat white. You need only check the desired finish on the mailing bag. Incidentally, all prints in one cartridge must be printed on the same paper as it is impossible to split the processing procedure on a single strip of film. The print price is the same for all finishes.

### PARDON OUR ERROR

In the last issue of the Minox Memo, the price of the Reflex Viewfinder for the Minox B was incorrectly listed as \$9.95. The price of this accessory is actually \$14.95. We hope this has not caused any inconvenience, and apologize for this error.

## WHAT'S ALL THIS ABOUT PARALLAX?



If you've read your Minox Owner's Manual as carefully as you should, you know that the Minox Viewfinder corrects automatically for parallax. Now that's pretty exciting stuff in **any** camera—but in the tiny Minox it is downright fabulous! But, you may ask, what IS it?

It all started with the Greeks who said "parallaxis" when they meant "deviation." Applied to photography parallax is the difference between the view seen through the finder and the view seen by the camera lens. The usual camera finder always looks straight ahead, and because it is not in the same place as the lens, it cannot see exactly the same view as the lens; the difference can be considerable, particularly when the subject is close to the camera. (You've seen lots of pictures—not taken with a Minox—with missing heads or feet!)

The Minox corrects the difference automatically . . . the Viewfinder changes to the correct viewing angle whenever the distance scale is turned. It takes an intricate mechanism to do it, but think of the wonderful advantage of the Minox Viewfinder: it shows you exactly what you'll get on the film—even at close distance!

## CONFERENCE LEADERS USE MINOX FOR PERMANENT RECORDS



Laurence J. Taylor

If you covered approximately 30 states each year—and worked with 50,000 business executives in so doing—how would you remember important names and faces when you returned to the same company a second and third time? Conference leaders J. Donald Phillips, President of Hillsdale College in Hillsdale, Michigan, and Laurence J. Taylor, Vice-President in Charge of Off-Campus Relationships, are constantly faced with just such a problem . . . and their solution lies in recording events with a Minox.

Both men travel extensively, setting up conferences for trade associations, chambers of commerce, business, industrial, educational and volunteer groups. They also specialize in training executives of major corporations in Human Relations, Communications, and Conference Leadership. Because their "students" participate in discussions during training, both men unobtrusively record the faces they want to remember with their Minoxes . . . and, at the same time, chronicle the entire conference in pictures for their clients. They use ASA 200 (Tri-X) exclusively in their work as this film can be used under all lighting conditions without the need for sometimes distracting flash equipment.



J. Donald Phillips



## MARX'S MINOXOLOGY



**Editor's Note:** Joe J. Marx, President of So-Lo Marx Rubber Company of Loveland, Ohio, is one of the world's most enthusiastic Minox'ers, having won first prize in the Pleasure Division in both the First and Second Minox Photo Contests. He wrote this column while vacationing in Key West.

In this issue of the Minox Memo, I want to talk to the sportsman—the man who has practiced his golf swing, or with his fly rod, or followed the clay bird at skeet. You didn't give up the first few tries, did you, Mr. Sportsman? No, instead you weighed the advantages of improvement through self-discipline, you devoted hours to studying and practicing, and then it came—the first reward of success. So it is with Minox, and I am sure that you will find that Minox is the ideal sportsman's camera for the many reasons which I have discovered too—the greatest, of course, being portability.

### THE FISHERMAN

As an avid fishing fan myself, I know what a perfect fishing companion my Minox is. Because it's always in my pocket, it's ready at that split second when the line grows taut, or the fish emerges from the water or flops into the boat. It's important that your camera is not

in the other end of the boat when you need it to capture a shot that lasts only a few seconds, at most. Also, a camera lens may be spotted or even ruined by salt water spray. You can protect the lens more easily when it's a Minox.

### THE HUNTER

Whether or not you take your limit of game, there are pictures to take of pals or places to remind you of pleasant moments in years to come. Because the Minox weighs far less than your shells, you carry it next to the warmth of your body on those freezing days when the hunter goes forth. The shutters of other cameras often freeze, but not the Minox. It's always ready when you bag that first bird of the season . . . always ready to capture the memorable panorama of a graceful flight of geese against the sky.

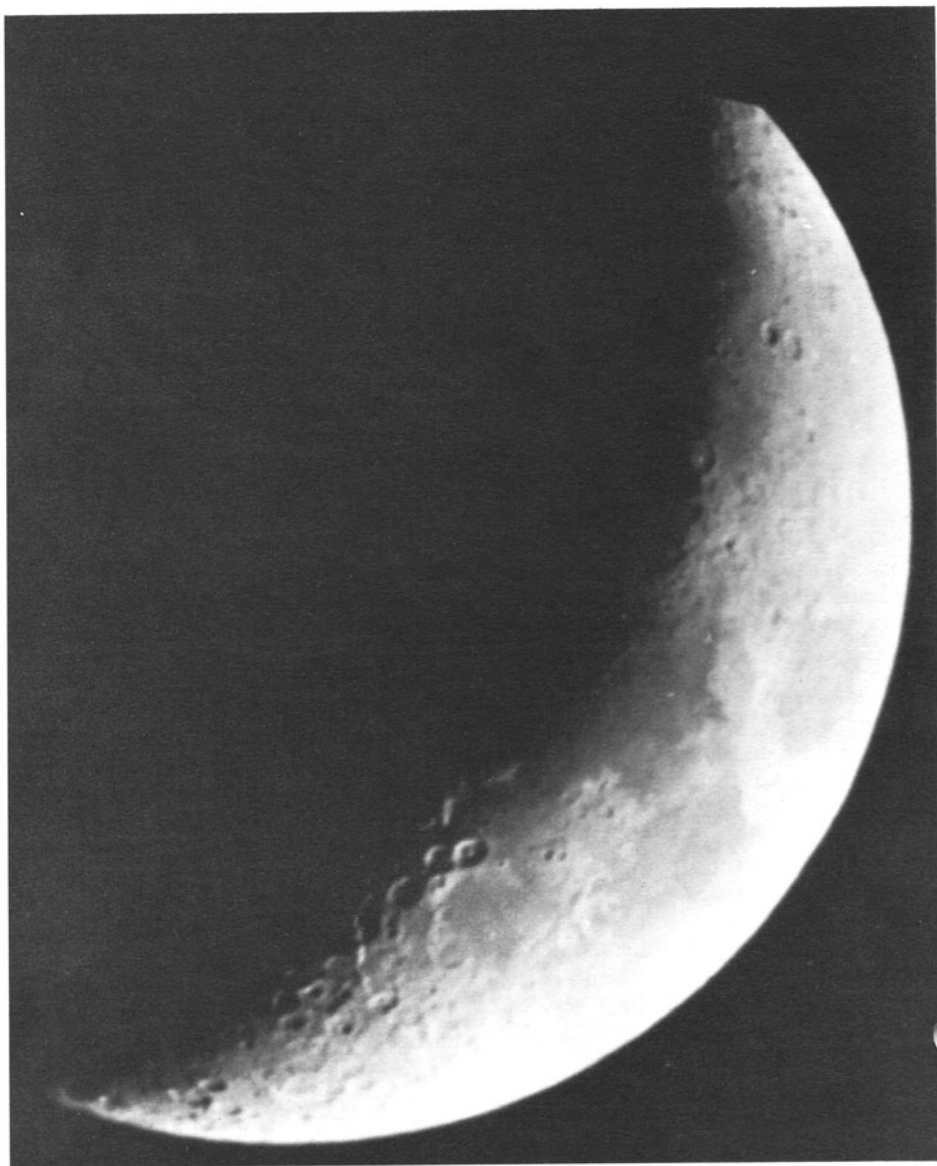
### THE GOLFER

Nothing will help your game more than pictures of your swing and stance. Have your caddy take pictures of you when you least suspect it. (Because your Minox is so small and lightweight, he won't feel burdened with excess equipment in addition to heavy clubs.) Study these Minox shots and discuss them with expert golfers . . . you'll be amazed what a still photo will reveal. Also, try color in the new Minox B. Golf course shots can be very colorful, but be sure to move in close—3 to 6 feet for best results.

### THE WATER SPORTSMAN

Swimmers, divers and water skiers all can see themselves in action through the Minox. Because water is an excellent natural light reflector, these shots can usually be taken at 1/500 or 1/1000 second—the best speeds for capturing movement and freezing the action without blur. Incidentally, the Minox binocular attachment will give you

(Continued on Page 15)



Mr. Bernard Levin, Vice-President of New York's Hotel Delmonico, took this spectacular Minox shot of the quarter moon through a three inch telescope, using ASA 25 film with exposure set at 1/20 second. He attached the Minox binocular clamp to his camera and, after focusing through his telescope in normal fashion, he merely slipped

the clamp over the eyepiece and set off the cable release.

This magnificent shot gives you just an idea of the tremendous capabilities of the Minox. Through experimentation, you too will find that your Minox can capture extraordinary detail and reward you with photographs worthy of a professional.

## TRY SHOOTING IN COLOR

By Jack Gomberg

**Editor's Note:** Mr. Gomberg, a New York commercial artist, has been awarded Second Place in the Minox Photo Contest for his outstanding color shot of "New York at Night." His unusually beautiful color work with the Minox prompted your Editor to inquire about his technique . . . resulting in the following story.

Being a commercial artist, I'm vitally concerned with color and composition. I use the Minox as an implement of my craft . . . shooting as I might paint a particularly moving scene; therefore, the Minox has become a color camera for me. I carry it with me at all times, and, in the 2½ years that I've been a Minox'er, I have exposed some 100 rolls of color film, with truly inspiring results. If you haven't yet experienced the thrill of using color film in your Minox because you're leery of the possible results, the following tips may be of help.

The shutter setting for a shot is derived from a meter reading. I find that ASA 32 (Anscochrome) gives best results on a direct reading of the ASA 50 scale — no half-stop backwards. In addition, the faster speed gives a fuller color rendition to the projected slide.

When shooting outdoor color, be aware of the following factors:

1. The slightest amount of haze will dilute color.
2. A sunny day should have a clean, sharp blue sky.
3. High noon sun will flatten whites and "blue" the reds and yellows.

The most important point to remember when working with color film is that nothing should be taken for granted. The camera can't create what isn't there and the impact of a slide must be built-in or it won't come across. For maximum

effect, the original color should be full and vibrant. The hits and misses that go hand-in-hand with trying will sharpen your judgment in discerning what is truly good color.

For night shooting, the Minox exposure meter will not show a reading, so experienced guesswork is the best guide. Three to five seconds is a safe margin, but watch out for over-exposure—the results are grainy.

Another important factor in scenic shooting is the wide angle effect of the Minox short focal length. When choosing a scene, keep in mind how much more the lens takes in. Check the sight through the viewfinder—that will tell you if it's worth shooting.

The ultimate in dramatic impact is the frame-filling close-up. When shooting flowers or faces, the closer the better. Flash is ideal for capturing the directness and spontaneity of children. On the screen, it's a moving sight to behold . . . and if focused accurately, even the skin texture stands out.

Try for the struggle-proof shot! Keep your backgrounds simple and uncluttered. Too many chopped-up pieces in a picture demand too much attention, and the eye tires in not knowing what to see first and the main point of concentration. Of course, the best way to isolate a distant subject is with a telephoto shot through binoculars.

The problem of selectivity is not an easy one, but it improves with experience. There are no formula shortcuts. Constant trying will eventually produce the best results . . . and give you color slides that you'll be proud to show.

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*Most girls know what kind of man they want to marry. The trouble is, there aren't enough rich men to go around.*



## TODAY'S WOMAN READY FOR ANYTHING WITH GIANT HANDBAGS

Today's woman, emancipated—free to roam the world wide—is no longer a few steps from her boudoir closet. In the mid-20th Century, she shifts her closet into Gargantuan handbags, some as big as horses' feed bags.

What about this trend away from the neat change purse to the massive leather or plastic catch-all m'lady lugs with her everywhere? What makes career girls and housewives alike tote walking vanity tables, beauty parlors, medicine cabinets, libraries and even snack counters? What has become of the simple handbag?

Some suggest deep psychological motivation. One psychologist, for instance, guessed that purse-stuffing may be one symptom of the compulsive worrier; the modern woman carries every possible item to meet every contingency from hail storms to hurricanes.

Another psychologist thought that the overstuffed purse was a happy, healthy adjustment to the demands of complex living; but a distinguished male psychologist attributed the whole business to Paris fashion decrees.

Whatever the cause, the overgrown handbag fad is here, and the handbag manufacturers are as pleased as punch.

Just to see what purses sometimes contain, singer Rosemary Clooney and TV actress Gale Storm were asked to dump the contents of their handbags on a table. And what an eye-opening, womanly melange it was!

Miss Clooney's purse included such items as a box of raisins, a miniature chess set, a pair of glass-heeled dress shoes, a transistor portable radio and an ultra-miniature Minox camera. All these, in



addition to clocks and sunglasses, notepads, cosmetics, a manicure set, billfold, a mirror, brush, scarf, family pictures and a set of keys.

Actress Storm's handbag also had the world's smallest precision camera—the Minox, a portable radio, various cosmetics (including her sponsor's products) a manicure set, a mirror, clock, family pictures, a brush, mad money, notepads and a pair of shoes—lounging type. But she also had a portable fan, miniature opera glasses, a few letters, lots of scarves, books by Dr. Spock and Emerson, pills, baby's bottles and cough drops.

Research has shown that there are 30 separate items American women consider indispensable. You know what should be in your medicine cabinet, but do you know what should be in your handbag? Take this test and see how you rate.

### HANDBAG CONTENTS TABULATION

1. Lipstick
2. Powder
3. Eyebrow pencil



4. Eye shadow
5. Cleansing tissues or hanky
6. Rouge
7. Perfume or cologne
8. Comb
9. Mirror
10. Brush
11. Keys
12. Coin purse or wallet
13. Emery board
14. Pen and/or pencil
15. Stamps
16. Identification cards (including licenses)
17. Pictures
18. Aspirins or other pills
19. Calendar
20. Address book
21. Note pad or appointment book
22. Needle and thread
23. Gloves
24. Soft cover reading material
25. Safety pins
26. Sun glasses
27. Checkbook
28. Charge plates
29. Cigarettes and lighter
30. And, of course a Minox to take pictures anywhere, any time.

Score yourself the following points for each item you carry: 5 points each for items 1, 2, 5, 8, 9, 11, 12, 13, 14, 16, 21, 28, 30. 4 points each for items 3, 7, 20, 26, 27. 3 points each for items 10, 17, 18, 25, 29. 2 points each for items 4, 6, 15, 19, 22, 23, 24.

If you scored 114 points, you're a compulsive worrier and should probably see an analyst.

If you scored between 90 and 113 points, you're truly an emancipated American woman who can stay away from home for days on end. Your handbag must be large enough to hold a whale.

If you scored between 75 and 89 points, you're still above average, but you might be caught short.

If you scored between 60 and 74 points, you're still quite feminine.

However, if you scored 59 points or less . . . you're a real old-fashioned gal.

## MINOXOLOGY (Cont'd.)

wonderful close-ups . . . always dramatic and loaded with action.

## INDOOR SPORTS

The opportunity for sport shots indoors, such as at basketball games or boxing matches, is unlimited. While Tri-X film (ASA 200) may be used successfully, for best results I recommend a slower film such as ASA 25 and the use of the Minox Electronic Flash. If you're using the flash attachment, you'll need a bit of study . . . but it's worth 30 minutes, isn't it, to get fine indoor pictures — the kind that you really want? If you're the least bit serious about taking better Minox pictures, get one of the excellent Minox instruction books available, such as Joseph Cooper's "Ultra-Miniature Photography" or Rolf Kasemeier's "Small Minox — Big Pictures." All the answers, or nearly all of them, can be found in these two superior volumes. The one missing element is that bit of self-discipline that comes from study and practice . . . so, Mr. Sportsman, how about it? Shall we give Minox a sporting chance so it, in turn, can give you the wonderful pictures that you have a right to expect?

## HARPER'S BAZAAR STARS MINOX



Boldly displayed against a beautiful four color cover, the Minox camera was truly the star of the January 1959 issue of Harper's Bazaar—and its full size cover reproduction was merely advance news of the 12 page merchandising section inside in which the Minox B was prominently featured. Plans for the Minox "star treatment" were laid when Herbert Baker Advertising, Inc., national public relations and advertising counsel for the Minox, and the editors of Harper's Bazaar discussed a new dimension in fashion photography . . . creating interest through a continued story line. The Minox B was chosen as focal point because the editors felt that its amazing capabilities and ultra-miniature size would appeal to their exclusive readership.

The special section offered a clever picture story that followed its heroine through her travels in

**ON COVER AND INSIDE SPREAD**

Florida, documented by a private detective who recorded the evidence with his Minox B. It showed how the Minox can capture any situation regardless of shooting conditions, and utilized such accessories as the Minox electronic flash, underwater housing, pocket tripod and right angle finder mirror. If you missed seeing this issue, the magnificent photos on this page will give you a sample of this unique merchandising/public relations/advertising story.



## I MINOX WHEREVER I GO

By Dan G. Stevens, *FORTUNE Magazine Representative*



As far as my love affair with Minox is concerned, it couldn't be stronger. Like many camera bugs, I have others at home—four to be precise—and they all serve their purposes admirably, but when it comes to my Minox, I have to admit it's my favorite. Not only is it beautifully engineered, but I find the variety of film available is fast and versatile for practically every use to which I put it. For better than a year now, I have carried one with me wherever I go. As a matter of fact, my wife has sewn a button on the inside of the handkerchief pocket of all my suits so I can carry my Minox on its chain without fear of losing it.

For my money there isn't a better camera on the market for taking candid shots—a fact that was brought home to me at our *FORTUNE* convention last year. With me, the convention pictures I took were a labor of love, made even more so when you consider the cost of hiring a professional photographer—which is usually a necessity if management wants a film report of a sales meeting, convention, company outing or the like.

After seeing the finished booklet, two of our salesmen were so impressed that they went right out and bought a Minox themselves, and they have been raving about them ever since.

Aside from the convention, I make full use of my Minox on my sales calls. Frequently, at the end

(Continued on Page 19)



## BOSTON MINOX CLUB HOLDS FIRST MEETING

The first meeting of the new Boston Minox Club was held on February 25th, and was a rousing success! Seventeen Minox'ers in the Boston area attended, and several others have become interested in joining the Club and plan to be at future meetings.

Mr. Wylie Van Wort was elected Temporary President and Mr. Arthur E. Frank was appointed Temporary Secretary. They have planned an ambitious program for the coming year, designed to make every member a better Minox photographer.

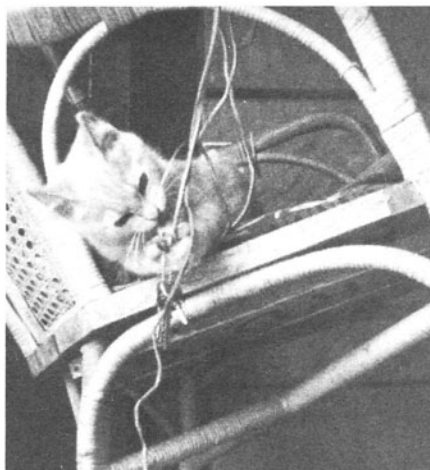
If you are interested in joining the Boston Minox Club, you may contact Mr. Frank at 40 Brookdale Road, Natick, Massachusetts, Cedar 5-2265.

## I MINOX (Cont'd.)

of a call, I will snap a picture of the person I have been calling on and then include a finished print in the follow-up letter I send to him. It is always most appreciated by the recipient and has certainly succeeded in opening many doors for me. Obviously, this couldn't be done if bigger cameras and cumbersome flash attachments were required. Minox has become a valued part of my sales kit.

This year our sales convention will again be held in Ponte Vedra, Florida. Since the pictures I took last year were so enthusiastically received by the entire staff, I have been asked to act again as photographer "without portfolio."

## MORE PRIZE-WINNING MINOX PHOTOS



This interesting angle shot of "Kitten in a Chair" won Fourth Prize in the Pleasure Division for Kenneth W. Keefe, Missoula, Montana. Note the sensitivity and excellent composition of this human interest shot.



Eighth Prize in the Pleasure Division was awarded to J. Chandlee Ergood, Philadelphia, Pa., for his striking "Facade of Building," a bold contrast of lights and darks.

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



**KLING PHOTO CORPORATION**

NEW YORK 10, N. Y. • LOS ANGELES 46, CALIF.



**KLING HAS NO PHOTO FINISHING FACILITIES.**

**PLEASE DO NOT SEND PHOTO FINISHING ORDERS TO KLING.**







# MINOX MEMO

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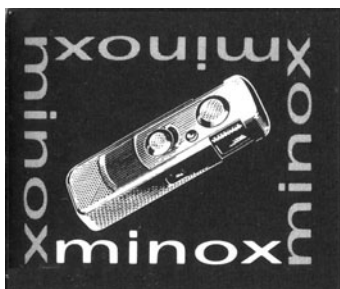
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Flushing, New York  
Permit No. 232

## HARPER'S BAZAAR STARS MINOX

See  
Page 16



Form 3547 requested



## MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

volume 2 number 2

FALL/1959

### ARCHEOLOGICAL USE OF MINOX FEATURED IN NATIONAL GEOGRAPHIC

The September issue of the National Geographic Magazine unveils a unique new use of the Minox camera in Carlo M. Lerici's article entitled "Periscope on the Etruscan Past," in which Mr. Lerici tells how the Minox pierced ancient tombs to discover 2500-year-old treasures. In the event you missed this fascinating article, quoted below are excerpts from Mr. Lerici's account.

"For more than two months our geophysical prospecting team had been exploring the ancient Etruscan cemetery of Monterozzi, 40 miles northwest of Rome near Tarquinia. There, on a gentle hillside, the predecessors of the Romans buried their dead, decorating the underground tombs in rare instances with painted scenes of a luxurious life that vanished about the time Christ was born.

"For long weeks the daily reports to my office had told the same story: more tombs located by our new electrical probing techniques; more borings with our special "photographic drill." But nothing unusual — no valuable furnishings, no wall paintings.

"Now Franco Brancaloni, leader of our field party, was on the wire. 'It looks as if we've done it,' I heard him say. 'The film of tomb 53 . . . please come as soon as possible.'

"Early next morning, in Tarquinia, I eagerly examined a strip of miniature photographic film. I can

scarcely convey the tremendous emotion these tiny photographs of a buried room gave me. Tarquinia is famous for its painted crypts . . . all discovered in the 18th and 19th centuries. Now we had found another—the first important painted sepulcher since the classic Tomb of the Bulls was opened in 1892.

"We arranged to excavate the tomb. Our film even showed its entrance, so that opening it would require a minimum of digging. I was elated, not only because our discovery surely would add to the treasury of knowledge of the early Etruscans, but also because it was the first real victory for the revolutionary new methods we were bringing to archeological exploration.

"In our work we are making use of aerial photography, electrical 'tomb detectors,' and special underground photographic apparatus, as well as a periscope, by which to see into the earth and record the interiors of buried chambers.

"Our photographic drill consists of a three-inch tube fitted with a tiny Minox camera . . . a high-intensity photoflash unit behind another window in the tube provides light. The tube is lowered through soil, rock and the roof of the tomb itself. By remote control we can then trigger the light and camera, advancing the film after each ex-

(Continued on Page 7)

## ENDLESS TIE-IN



**Editor's Note:** The following article by Joseph Kaselow, which appeared in the New York Herald Tribune under the title "Of Shoes and Hose and Minox Cameras," gave us such a chuckle that we are passing it on for the amusement of other Minoxers. The above photos are the ones described in Mr. Kaselow's story.

"We're constantly fascinated by the convolutions public relations men go through in effecting tie-ins for their various clients. Recently, you may recall, there was one involving bourbon, cranberry juice and 'The Saturday Evening Post.' Well, yesterday afternoon came another breathless call. "Joe," said the voice on the other end, 'today will tell whether you're a pal of mine or a no-good. If you don't think this is good—!' Yes, go on, we said. 'Well,' said the voice, 'you know my Minox camera account. Well, Mary Gray hosiery has built a pocket into the top of the stockings so the camera-conscious girl can carry it around



with her and they're shooting pictures of it now for ads. Betty McGuire, who starred opposite Wally Cox at the Westbury Music Fair, which I handle, is modeling the stockings.' Why tell this to me now? we asked. 'You were out on an interview when I called this morning, you fool,' he replied.

"The Minox, you know, measures only three and an eighth by one and an eighth," he went on, 'so it's easy to fit in little places. My After Six formal wear account has built a pocket for it in its cummerbunds and Freeman shoes is making a pocket on the back of the shoes. Hey, you know, I just took on the American Kosher account. Maybe they'll build a pocket in a salami.' Thank you, son, I got things to do, we cut in. 'Come to think of it,' he went on unheeding, 'the gal shooting the pictures here is named Castro. Should be a Cuban tie-in somewhere . . .'

We hung up quietly, but that voice, undoubtedly, is still going on and on."

## THIRD MINOX PHOTO CONTEST NOW OPEN

"The third big national awards contest for outstanding Minox photographs will begin September 1, 1959," announced Don O. Thayer, President of Minox Processing Laboratories, Forest Hills, New York. "We have really been overwhelmed with the success of the first two national competitions, and expect this third contest again to reveal the outstanding talents of Minoxers from coast to coast."

The Third Minox Contest will again have two divisions: a "Pleasure" division for portraits, travel shots, family, animal, adventure shots, etc., and a "Business" division for commercial, industrial or business photographs. Ten duplicate prizes will be awarded to the winners of each division.

All entries will be judged by three famed photographic experts: HUGH EDWARDS, Curator of Photographs of the Art Institute of Chicago; AL MADSEN, Photo Editor and Chief of Photography of the Chicago Tribune; and JOE J. MARX, two-time First Prize winner of the Minox Photo Contest.

Duplicate prizes will be awarded to winners of the "Pleasure" and "Business" divisions as follows:

1st PRIZE—Minox B Automatic Camera plus a year's supply of film PLUS inscribed Minox Trophy with gold metal Minox camera symbol (shown above).

2nd PRIZE—Electronic Flash with folding reflector and power pack in genuine leather carrying case.

3rd PRIZE—Minox Slide Projector for black-and-white or color. Carrying case included.

4th, 5th and 6th PRIZES—Minox Adjustable Copying Stand for copying letters, book pages, etc.

7th, 8th, 9th and 10th PRIZES—Minox Right Angle Finder Mirror. Permits around-the-corner picture taking.

### CONTEST RULES



Following are the rules of the Third Minox Photo Contest:

1. Prints must be Minox photographs taken between September 1, 1959 and August 31, 1960.

2. Entries should be mailed to the

Minox advertising agency, Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Third Minox Photo Contest."

3. All entries must be postmarked before midnight, August 31, 1960.

4. Print size must be  $2\frac{1}{4} \times 3\frac{1}{4}$  or larger. Negative must be available for future prize prints.

5. Enter as many prints as you wish in one or both divisions of contest.

6. Each print submitted must contain the following on the back:

a. Classification of entry—either "Business" or "Pleasure."

b. Contestant's name, address, city.

c. Type of film used.

7. Minox photography in "Pleasure" division will be judged on interest and artistic superiority.

8. Minox photographs in "Business" division will be judged on useful application of Minox to business or industry.

9. Prize-winning pictures become the property of Minox Processing Laboratories and must be released for publicity purposes.

10. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies, and members of their families are not eligible.



### "77 SUNSET STRIP" TO STAR MINOX

It was bound to happen . . . that the "private eyes" of television would team up with the most compact "private eye" of all—the ultra miniature Minox camera.

Pictured above is Efreem Zimbalist, Jr., star of the highly rated Warner Brothers television production "77 Sunset Strip," shown Minoxing evidence in a forthcoming episode entitled "Out of the Past," which will be telecast sometime in fall.

You'll want to see this episode of "77 Sunset Strip" . . . it should be great and will add another impressive credit to the personal appearance record of the magnificent Minox!

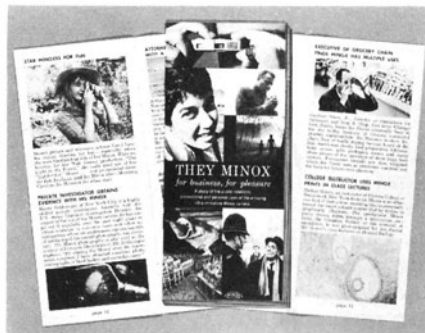
### ATTENTION LONG BEACH MINOX'ERS!

Here's great news for Minox'ers in the Long Beach area—you will soon have an opportunity to meet and exchange ideas with other Minox owners, thanks to Bob Pierce, President of the Hammond Organ Studios of Long Beach, 2188 Lakewood Blvd., Long Beach 15, California. Mr. Pierce is currently in the process of forming a Long Beach Minox Club, and he has advised us that he is planning to use

his modern 10,000 foot studio show-rooms as a launching ramp to get this club off the ground.

Mr. Pierce is anxious to hear from Minox'ers in the Long Beach area who would be interested in joining. You may contact him at the above address or by calling Geneva 9-0918. With the many Minox'ers in the Long Beach area, this should be an outstanding club, and we're eager to start running news of its progress . . . so come on, all you Long Beach Minox'ers—help Bob Pierce boast of a big turnout at the first meeting!

### NEW MINOX CASE HISTORY BROCHURE



An exciting new study of how some of your fellow Minox'ers employ their ultra-miniature Minox is just off the press in an attractive 16-page brochure entitled "They Minox For Business . . . For Pleasure."

Illustrated with Minox photos by prize-winners and professionals, amateur photographers and hobbyists, the case history study tells of a wide variety of unusual uses of the Minox that will stimulate your imagination and may lead to helpful new avenues that will benefit you in your business life as well as in your pleasure photography.

This brochure is available free of charge through your authorized Minox dealer.

## MINOXING WITH A MODERN TOUCH



Modern Minox photography is original, informal, dramatic . . . and the good pictures come to those who keep a fresh viewpoint and see the world with a venturesome eye. For outstanding shots that could be prize picture material in the Third Minox Photo Contest, try using some of these new approaches.

**1. Try anything.** Don't be afraid of the new angle, the unusual point of view. Look up, look down. Stand at the base of a tall building and angle your Minox upward. Sit in the gallery at a sports event and angle your camera down. Just because your Minox has an eye-level viewfinder, it doesn't mean you must stand up to your full height for every shot. "Eyelevel" is wherever your eye happens to be. If a worm's-eye view of a subject is most interesting, lie down on the grass (or the floor) to shoot it. If a bird's-eye view is best, climb up on a chair or a step-ladder or the roof. Be new and different—don't take the pictures everybody took **last year**.

**2. Keep it simple.** A good picture

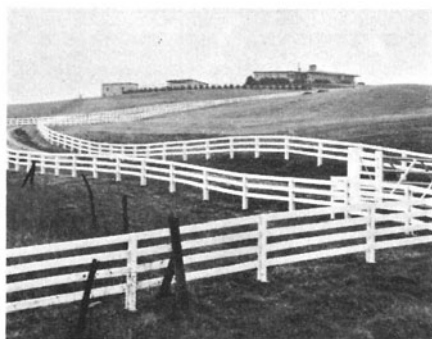
can't cope with a lot of unnecessary detail. Go for simple backgrounds, simple arrangements. Don't line up your subject against a background that's full of hash—bright spots, dark spots, objects that have nothing to do with the picture. For modern Minoxing, you want clean lines, interesting textures, broad surfaces, no dust. A smooth lawn, a brick or concrete wall, the broad sweep of open sky—these are the backgrounds that fit into modern pictures. Limit your material, move closer if you feel it necessary to cut out things that don't belong, and make everything in the picture count.

**3. Keep it natural.** Avoid "posey" pictures. Shoot people in a natural setting, doing something that's natural to them—not looking at the camera because that merely says, "I'm standing still to have my picture taken." Your subjects don't have to be doing something big and important. It's the little everyday acts and gestures that make good pictures. The small boy laboring

*(Continued on Page 6)*



## MODERN TOUCH (Cont'd.)



over his first pencil pad, learning how to letter C-A-T, the boy and girl plucking petals off a daisy, your wife concentrating on threading a needle, someone hanging out laundry on a breezy day . . . these are the unpretentious "bits of life" that make fresh, appealing pictures.

4. **Arrange it nicely.** Throw the old rule-book out the window and forget the two-dollar words like "pictorial composition." Just frame the subject matter you want within the borders of the viewfinder, the way it pleases your eye. The more pictures you take, the more you'll learn about making a pleasing arrangement within that space. And learn to move—left or right, higher or lower, closer or farther away. This is how you find the just-right point of view for each picture—whatever the subject may be.

5. **Think stories.** A good picture always has something to say. When you pick a subject, think about the story it has to tell because that's where the good pictures are. Maybe the story is what a small boy does when playing with a new toy. Maybe it's the making of a new dress. Maybe it's a puppy trying to retrieve a ball from a deep puddle of water. Don't be stingy with film.



Many situations have a story to tell that calls for several pictures in sequence. Your Minox is ideal for sequence photography . . . use it to full advantage.

6. Above all, **keep your eyes open.** Look for patterns, designs—the curve of white rail fences across a pasture, the pattern of surf on a sandy beach, the lacework of a bridge against the sky. Look for color—you can shoot full color Minox film as easily as black and white . . . and some subjects demand it. Look for interesting lighting. Shoot with the sun **behind** your subject, to halo the hair, and fill in the shadow side with the Minox Electronic Flash. Don't be afraid "unusual" light situations—experience, your light meter, and flash will always take care of them. Load up with fast film and tackle fast-action subjects . . . they'll bring you new and exciting pictures. Practice until picture-taking is second nature to you—and always carry your Minox with you because some of the finest picture opportunities arise unexpectedly. And keep your outlook fresh—the world is full of wonderful pictures for the eye that's youthful enough to find them!

## PICTURE POINTERS

The next time you look at your crop of Minox pictures, give them a critical going-over. You will probably find that the long distance shot of the Grand Tetons which was so tempting when you took it, the pictures of San Francisco Bay from the Top of the Mark, the sweeping view of St. Mark's Square in Venice—all lack real punch. Do you know why? Because the foreground is missing!

On the other hand, you're probably thrilled with the close-ups you took of family, friends, monuments, people you shot along the way. That's where the Minox scores high and where you can count on a hit every time: with an interesting foreground! It holds the eye and leads it into the picture; it makes the whole picture stay together.

Next time you go on a weekend trip, a vacation, or just a Sunday stroll, include a tree, a boat, a person or even your car in the foreground of your scenic shots. (The "red dot" setting of the distance scale brings everything from 6 feet to the farthest distance into focus.) Suddenly your scenic shots will be more interesting, more dramatic.

On the other hand, be just as conscious of getting the right viewpoint for pictures at close range. It's usually a waste of film to shoot pictures of people from a distance greater than 6 feet—they'll get lost in the picture area. Remember, the Minox viewfinder shows you **exactly** what is included in your picture. Fill the viewfinder with the important subject and you can't miss!

Follow these two simple rules and we guarantee you'll have more fun with your Minox!

## Archeological Use (Cont'd.)

posure. In 12 shots, turning the tube 30 degrees after each, we can photograph the entire interior of the tomb.

### EYE OF MINOS

"With our 'Eye of Minos,' as it has been dubbed, we thus not only can tell if a tomb is empty or hopelessly disintegrated, forestalling useless excavation, but also can make an exact photographic record of a sealed chamber before it is opened to the light of modern day."

Because 99 Etruscan crypts in every hundred were looted long ago by clandestine diggers, the discovery of the existence of a crypt does not necessarily mean the discovery of archeological material. Mr. Lerici explains, "From our beginning we needed an easier means than digging to explore the underground structures revealed by our geophysical instruments. With a portable power drill, we could quickly bore a small test hole 15 to 20 feet deep, sufficient to reach any buried tomb.

"In our workshops we then built our camera probe . . . we had a specially designed periscope built for us, equipped with a powerful light by which we could inspect tomb interiors. With a camera attachment (the Minox) we could take pictures directly through this periscope as well."

In recounting one of the most important archeological discoveries of the past century, this condensation will give you only an idea of the impact of Mr. Lerici's thrilling account. For the entire amazing story, we suggest you see the September issue of the National Geographic Magazine. Limited copies are available at \$1.00 each from the National Geographic Society, 16th and "M" St., N. W., Washington 6, D. C.

## MINOX IN THE NEWS



Stage star Constance Bennett, an avid Minoxer snaps people, places and things wherever she goes. Here she is caught in the act of capturing another treasure for her ever-growing Minox album.



↑ Governor Luther Hodges of North Carolina behaved like any tourist during his recent sojourn in Russia with fellow governors. Upon his return to Raleigh, he demonstrated the Minox technique that gave him a memorable record of his Russian trip.



◀ When Julie Wilson starred in summer stock at the Westbury, L. I. Music Fair, she captured members of the cast with her ultra-miniature Minox.

## LET MINOX RECORD BABY GROWING UP



Babies grow up so fast that at certain stages they are changing practically every day. And with time rushing by for busy parents, it's easy to wait too long between pictures and suddenly discover that you've failed to record one of his cutest stages.

This can be easily avoided if you set aside the first weekend of every month to take pictures of baby—at home or on vacation. Plan to shoot a cartridge of film, picturing baby's normal activities plus any high points. Of course, you'll still continue to take unplanned pictures when baby is doing something unusual, but the planned picture taking will insure there are no gaps in the picture record. Just think what a wonderful album you could make in the course of a year!

Eating, sleeping, bathing, playing are the big things in a baby's life—and they should be a part of the snapshot weekend shooting. The Minox Electronic Flash will enable you to take these pictures wherever baby happens to be. You can shoot fast and easily, without special set-ups. And don't worry about the flash bothering baby's eyes . . . it won't hurt even the very young.

The sleeping baby is usually best pictured from a high angle, with you looking down. In this way,



baby takes up almost the entire picture area and the bed provides an ideal background.

Bathtime can be sheer adventure for the older baby, and you'll want to capture his happy splashing or tearful face. The sink, bathinette or tub are equally good places for these pictures, but the background should be plain. If the bathinette has to be out in the middle of the room, look through the viewfinder to see what else may show up in the pictures. In this case, a plain, light-colored wall makes the best background.

Lunchtime will provide material for a whole series of pictures, beginning when baby is really hungry and wading in, going on through eating (even though it may be on the messy side) and finishing up with your tot in a happy, playful mood.

Pictures of baby at play can be taken almost anywhere. And if play includes another member of your family, be sure to include them in your pictures. The more realistic a picture record, the more fun it will be to reminisce over in later years.

Your Minox photos are magic windows through which you can look back into the past . . . but your looking back depends on your taking the pictures today.

## FOCUSING TRICKS

The difference between fair or average Minox photographs and those of outstanding clarity and interest often lies in the photographer's care in focusing. The Minox distance scale takes the guesswork out of focusing and, at the same time, offers sufficient latitude of measurement to enable you to obtain sharply focused pictures with experienced guesswork of distances.

For example, when you set the Minox distance scale at 3 feet, the lens gives you a sharp picture of everything from  $2\frac{1}{2}$  to  $3\frac{3}{4}$  feet; with the distance scale set at 6 feet, the Minox takes in everything from 4 feet to 11 feet 4 inches! This "sharpness insurance" with the lens at full  $f/3.5$  opening is a built-in bonus that only the Minox offers . . . and you should make the most of it.

Got your Minox handy? Good—take a look at the distance dial and

the small bracket next to it. That little curved line with the dot in the middle is the key to sharp pictures with your Minox! **It literally brackets the near and far distances that will come out sharp in your pictures.**

Want to take in everything from 6 feet to the farthest distance (infinity)? Just place the infinity mark (oo) at the left end of the bracket; it now reaches from infinity to the 6 foot mark. (Incidentally, the red dot set opposite the dot of the bracket gives you this "snapshot setting" at a glance.) If your subject is somewhere between 3 and 6 feet from the camera, just bracket these two distances and you're sure to get a sharp picture. Isn't it simple?

You can work this system all the way up and down the distance scale, but between 8 inches and 2 feet the zone of sharpness narrows

(Continued on Page 11)

Distance Focused On	Subject/Field Size in inches	Depth of Field
oo Infinity	—	12'8" to oo
*12'	105 x 77	6'1½" to oo
6'	53 x 38	4' to 11'4"
* 4'	35 x 25½	3'½" to 5'11"
3'	26 x 19	2'5⅞" to 3'9½"
* 2'4⅞"	20¾ x 15	1'11⅞" to 2'11¼"
2'	17⅞ x 12½	1'8¾" to 2'4½"
* 1'8¾"	14⅞ x 10⅞	1'6¾" to 2'
1'6"	12¾ x 9¾	1'4⅞" to 1'8½"
* 1'2¾"	10½ x 7½	1'1⅞" to 1'3⅞"
1'	8⅞ x 6	11⅞" to 1'1"
* 10⅞"	7½ x 5⅞	10⅞" to 11¾"
10"	6¾ x 4⅞	9¼" to 10¾"
* 8⅞"	6 x 4⅞	8¾" to 9½"
8"	5⅞ x 3⅞	7⅞" to 8½"

**FOCUSING TRICKS (Cont'd.)**

down quite a bit and accurate focusing is more critical. Always use your measuring chain when focusing on subjects at this close range.

Now let's consider another way to make the distance scale give you better pictures. Portraits or pictures of people are most striking if the entire background is soft, i.e., out of focus. This presents no problem in extreme close-ups (2 or 3 feet), but if you want to take in two people you may have to shoot at a 6 foot distance to get them both into the picture. For a completely soft background, set the 6 foot mark of the distance scale **slightly to the left** of the dot on the bracket. You'll be surprised what a difference it will make!

Generally speaking, it is best to focus the camera for the distance which is most important to the overall picture. If there is no important foreground, in a landscape photo, use the infinity setting, but if you are most interested in shooting someone (or something) 6 feet in front of the camera, use the 6 foot setting.

At left is reprinted a complete table from Rolf Kasemeier's new book, "Small Minox — Big Pictures," which shows the depth of field (zone of sharpness) at all distances, as well as the areas covered. Distances are measured from the front of the camera. The starred distance settings are obtained by setting the distance scale exactly half-way between two adjacent engraved distance markings.

**MINOX SERVES AS GARDEN TOOL**

Add to the trowel, the spade, the hoe and the rake the Minox as a most helpful garden tool. In the increasingly popular field of flower arrangements, it has already arrived.

One winner of a coveted blue ribbon at last spring's New York Flower Show is a leading advocate of the camera's garden worth. Mrs. Ann Richman of Hartsdale, N. Y. uses her ultra-miniature Minox to capture scenes of her arrangements. At a mere eight inch distance, the camera's extra sensitive eye can reveal the slightest flaws in arrangements that mean the difference between blue ribbons and "also-rans."

Aside from studying the photos to spot possible flaws or improve future arrangements, Mrs. Richman enjoys taking garden shots in color to look over in winter for both practical and sentimental purposes.

Mrs. Richman says, "Other tools help create gardens and arrangements, but my Minox records the results that enrich my hobby."

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



**KLING PHOTO CORPORATION**

NEW YORK 10, N. Y. • LOS ANGELES 46, CALIF.



KLING HAS NO PHOTO FINISHING FACILITIES.  
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# MINOX MEMO

P. O. Box 94, Forest Hills 75, N. Y.

## ARCHEOLOGICAL TRIUMPH

THROUGH  
"EYE OF  
MINOX"

See  
Page 1



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volume 2 number 3

WINTER/1959

# MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

## MRS. JOHN FOSTER DULLES, PHOTOGRAPHER

Editor's Note: Vance Trimble, Scripps-Howard staff writer, spotted this unusual story because he is a Minox'er himself.

Like most amateur photographers, Mrs. John Foster Dulles just aims and snaps the shutter, and hopes she gets a good picture.

Usually she does. Most of her pictures are historic. That's because for many years she focused on our late Secretary of State or the world leaders he roamed the globe to see. Mrs. Dulles generally went along . . . and where she went she carried her Minox.

Until recently, her pictures had been seen only in the family circle. However, at the request of the Scripps-Howard newspapers, Mrs. Dulles selected the favorite snapshots she has made. Here they are . . . scenes from the history of our time.



During the Geneva Foreign Ministers' Conference, Harold Macmillan, now British Prime Minister, and Secretary Dulles pause during a stroll at Evian les Baines. (November, 1955)



Madame Tito, beautiful wife of the Yugoslav leader, stands on the dock at Tito's Adriatic retreat at Brioni. (November, 1955)

On the beach at Colombo, Ceylon, Secretary Dulles enjoyed an afternoon swim. This was in March of 1956, when the Dulleses were returning from the SEATO meeting in Pakistan.

## MARX'S MINOXOLOGY



Editor's Note: Joe J. Marx, one of the world's most ardent Minox'ers, was first prize winner of the Pleasure Division in both the First and Second Minox Photo Contests, and is serving as a judge for the Third Contest. Mr. Marx is a regular contributor to the Minox Memo.

People often ask me what is the one most important thing they can do to become better Minox'ers. My answer can be summed up in just three words: "use your Minox." Use it every day. Follow a few simple basic rules, and I guarantee wonderful Minox pictures that you will show others with a feeling of deep pride.

You were right to choose a camera that is portable. Think of it as you do your belt or watch. Leave it on the dresser at night with your other belongings and put on your Minox again in the morning. Many a good picture has been lost because there was no camera at hand. Many another good picture has been lost because the camera at hand was too obvious.

My business is manufacturing rubber footwear and rubber suits for frogmen. Each year I go to Key West to visit the Navy Underwater Swimming School and confer with

some of the world's top commercial skindivers. What opportunities to shoot with Minox! I take other cameras along, but most of my best shots are Minox pictures.

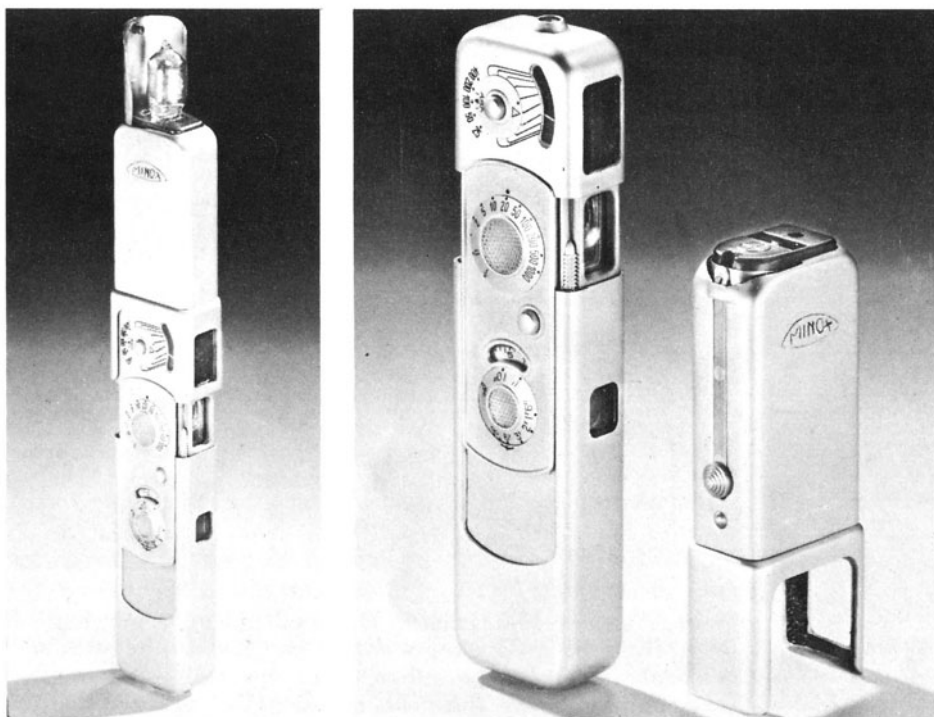
You don't have to go underwater to see amazing things at Key West. I am able to shoot hundreds of wonderful subjects. That's because I don't look like a photographer. I dress "loose" and nobody can tell that I'm carrying three Minox cameras (one with slow film, one with fast, and one with color). These, together with my flash gun, are all concealed under my jacket. **My pictures do not look posed because they are not posed.**

One of my pals in Key West is Mario Santana, Chief of Detectives. His father was my prize-winning subject in the First Minox Photo Contest—the lobster fisherman sitting on the wall. Said I to Mario one day, "I hear there's cock fighting in this town."

"I wouldn't know anything, ami-go," he answered, "but I hear the game roosters crowing on Duvall Street." With great expectations I deviated from my rule and loaded up with a twin lens reflex, a 35 mm color, a big flash gun on my back and all my Minox material. The natives must have told each other to watch out—that a Life photographer was in town to expose their sport — because doors closed, roosters stopped crowing, and suddenly it seemed that there was not a soul within miles! This taught me not to look like a photographer in the future. Why telegraph the fact that you're shooting pictures? You don't when you carry a Minox.

With me, Minox is a way of life. After shooting 10,000 negatives, I find that much of the deep satisfaction that Minox has brought me has

(Continued on Page 11)



## NEW MINOX B/C FLASH IS MIDGET-SIZED

The new Minox B/C Flash Unit, even smaller than the ultra-miniature Minox camera, will soon be making its debut. Measuring just  $2 \times 1 \times \frac{1}{2}$ " and weighing a mere  $1\frac{1}{2}$  ounces, the new Minox B/C Flash is the world's smallest and lightest flash unit.

Ingenious engineering has made the B/C Flash a compact, self-contained, highly efficient unit that houses a built-in telescoping reflector . . . assuring full illumination without the need for a cumbersome fan reflector. It uses inexpensive all-glass "jellybean" flashbulbs that can be purchased everywhere.

Designed in models to fit every camera, the B/C Flash will soon be available in Model A for the Minox III-S, Model B for the Minox B, and Model U for all cameras other than

Minox. Models A and B attach to the Minox without need for a connecting cord; Model U fits the accessory shoe of 35 mm or larger cameras and connects to the flash nipple of the camera shutter through an integral connecting coil cord.

Every Minox B/C Flash Unit comes complete with a leather belt case which is suitable for either a man's or woman's belt, thus enabling you to wear your Flash Unit side by side with your Minox. The B/C Flash and case are priced at \$19.95, in your choice of models.

Dealers listed on pages 16 through 19 will soon have new Minox B/C Flash units in stock. However, with the demand for this unit at a record high, we suggest that you place an order with your dealer right now.

## MISS UNIVERSE ON PARADE



Mathew Matejcich of San Pedro, California, had his Minox in his pocket ready to shoot when he stumbled onto a galaxy of international beauties—the finalists competing for the title of Miss Universe. We think you'll agree that these informal pictures seem to capture each girl's charm and beauty, and eloquently express the reasons why she was chosen to bear her country's title.



## YOU COULD WIN THE 3RD MINOX CONTEST!



Amateur or professional, your next Minox shot *could* win top honors in the current nationwide Minox competition—if you enter it in the Third Minox Photo Contest.

You may enter as many Minox photos as you wish in one of two divisions: the Pleasure Division, for portraits, travel shots, family, animal, adventure shots, etc., or the Business Division, for commercial, industrial or business photographs. Duplicate prizes will be awarded to winners of each division.

Your photographs will be carefully judged by three renowned photographic experts: HUGH EDWARDS, Curator of Photographs of the Art Institute of Chicago; AL MADSEN, Photo Editor and Chief of Photography of the Chicago Tribune; and JOE J. MARX, two-time First Prize winner of the Minox Photo Contests.

Duplicate prizes will be awarded in each division as follows:

1st PRIZE—Minox B Camera plus a year's supply of film PLUS inscribed Minox Trophy with gold metal Minox camera symbol.

2nd PRIZE—Minox Electronic Flash with folding reflector and power pack in genuine leather carrying case.

3rd PRIZE—Minox Slide Projector for black-and-white or color. Carrying case included.

4th, 5th and 6th PRIZES—Minox Adjustable Copying Stand for copying letters, book pages, etc.

7th, 8th, 9th and 10th PRIZES—Minox Right Angle Finder Mirror. Permits around-the-corner picture taking.

Following are the rules of the Third Minox Photo Contest:

1. Prints must be Minox photographs taken between September 1, 1959 and August 31, 1960.

2. Entries should be mailed to the Minox advertising agency, Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Third Minox Photo Contest."

3. All entries must be postmarked before midnight, August 31, 1960.

4. Print size must be  $2\frac{1}{4} \times 3\frac{1}{4}$ " or larger. Negative must be available for future prize prints.

5. Enter as many prints as you wish in one or both contest divisions.

6. Each print submitted must contain the following on the back:

a. Classification of entry—either Business or Pleasure.

b. Contestant's name, address and city.

c. Type of film used.

7. Minox photography in the Pleasure Division will be judged on interest and artistic superiority.

8. Minox photographs in the Business Division will be judged on useful application of Minox to business or industry.

9. Prize-winning pictures become the property of Minox Processing Laboratories and must be released for publicity purposes.

10. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies, and members of their families are not eligible.



## RAGGEDY ANN'S BIRTHDAY PARTY



When your "little mother" decides it's Raggedy Ann's birthday, then it's time for you to put your Minox to work, because you have a wonderful opportunity to capture your child's fantasy on film. A single snapshot of daughter, Raggedy Ann and birthday cake would be just one chapter. It may be lively and lovely, but it is not the whole story.



Begin your picture story at the beginning, just as the photographer did who made the above pictures. How old is Raggedy Ann today? Three, says the little mother, but it's hard to hold up just three fingers so up go all five. Next she blows out the candles, tests the frosting, helps Raggedy Ann do the same . . . and then we get down to the serious birthday business of cake eating.



This is the whole story—a story that just one picture can only hint at. It can be told best in a series of pictures, and it's easy to take a picture story—in fact, the key word is simplicity.

First, of course, you need a plot, and you never have to wait long for



inspiration with a child in the house. Whether it is a birthday party for a doll, the painstaking construction of a house of blocks, or just playing "dress up" with mother's clothes, you have a story unfolding before you and before your camera. The only trick is to be ready when it happens.

Once you have your plot, there are five simple things to keep in mind that will help bring your picture story alive:

1. **KEEP IT CANDID.** Let the child do his own posing. As he becomes engrossed in play, he may even forget you are around. That is when you can get the best, truly candid pictures. Stay on the fringe of the activity, and let your star "ad lib" as he goes along. He will do much better, and so will you.

2. **WATCH FOR "CUTE" EXPRESSIONS.** This follows the candid picture advice. The child will come up with facial expressions and physical contortions that you could never get from him "on request." Your role here is to be ready to snap on cue—when you see the expressions you want. And if you miss

one, don't be disheartened . . . there will be an even better one just seconds later.

3. **GET THE BEST ANGLE.** This, again, is a simple rule, but it is one that is frequently overlooked. And "overlooked" is the word, if you take a child's picture from an adult's-eye view. The child's world is probably a good three to four feet closer to the floor than your world. Get your camera down to his level and you will get better pictures. After all, the face and hands are what you want, not the top of his head and shoulders.

4. **GET CLOSE UP.** Again, this is simple but sometimes hard to remember. The lens of your camera "sees" all that you see through the viewfinder. Get close enough to your subject so that it fills the viewfinder.

5. **KEEP IT SIMPLE.** As we have said, the key word in any picture story is simplicity. It is most important to keep the setting simple. The child, and what he is doing, is what you want to photograph. A cluttered background—flowered wallpaper, lamps, couches—will only detract from the child. This is the only time you should act as a "director" . . . by having the story unfold in front of a plain wall. It will keep the child the center of interest, as he should be, in your pictures.

That is all there is to making good picture stories—pictures that will be treasured more and for a longer time than single snapshots because they tell so much more about your child and the fantasy that was his for a brief time. So be ready—your Minox loaded with Tri-X film or Minox flash equipment handy—for the next picture story that comes to life in your house. It's easy, it's fun, and the results are wonderful.



# MINOX IN THE NEWS



**Ric Rac**  
by ROBERT BRUCE



▲ Light-heavyweight champion Archie Moore tried his hand at operating an ultra-miniature Minox B with great success. The champ weighed in at 174 in his return bout with Yvon Durrelle; the Minox B weighed in slightly over 3 ounces.



▲ Our new citizens of Hawaii are obviously just as Minox-conscious as those in this country. Here, for example, is an oil painting reproduction of the recent Harper's Bazaar cover featuring the Minox B which was prominently displayed in the window of a fashionable dress shop in Hawaii.

◀ Robert Bruce sweaters ran this full column ad in the October issue of Sports Illustrated, picturing their "outdoor man" as a Minox enthusiast.

## WHY THE MINOX CAN "TAKE IT"

During a recent visit to the Minox factory in West Germany, we learned some astonishing facts which help to explain why the Minox works with exact precision year after year.

While watching the testing of Minox shutters, for example, the engineer in charge explained to us that the shutter blades which are only .004 mm in thickness, travel at a speed of 43¾ miles per hour when the exposure is made!

A special testing machine is constantly at work testing Minox shutters at the rate of 2400 exposures per hour on every camera that goes to the testing laboratory. This fantastic pace is maintained until the shutter is literally worn out. The particular camera being tested during our visit had been operated at this pace for more than 50 hours, without interruption and was still going strong. Translating this performance into actual use means over 120,000 exposures without a hitch. That's 2400 rolls of 50 exposure Minox film! Probably few people will ever reach such an impressive total of Minox pictures.

The next time you listen to the quiet click of your Minox shutter, you might devote a moment to the thought of what has gone into this soft click. "Minox precision" are not just words of advertising copy.

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Inflation, as we get it, is when everybody is so rich that no one can afford anything.

To harmonize with the decor of the surroundings, automatic office machines now come in three attractive colors—blond, brunet and redhead.



## OKAY, LEN?

Speaking of Minox enthusiasts, the editors have now received copies of this silly looking parrot six times. Needless to say, we always try to serve the interests of Minox'ers, whoever or wherever they may be. This parrot photo is strictly for the birds, but it is the pride and joy of the noted designer, Len Perlman, who designs all of the magnificent Minox literature—sort of our payoff to him.



## NEW BROCHURE TELLS ROLE OF MINOX IN BUSINESS

The business world has recognized a new standard for presentations used in Employee Recognition Programs, executive awards and distinctive corporate gifts. Many organizations find that the ultra-miniature Minox camera is ideal in all three areas, and corporate purchasing agents are relying on the Minox camera to solve their gift problems. A study of how various corporations have employed the Minox as a business gift that returns its value to the *giver* has been compiled in an informative new brochure entitled "Minox . . . Today's New Standard."

Whether covering the Employee Recognition Program from its inception through the selection of special employees to be honored . . . showing the value of Minox in the field of business public relations—and in fulfilling the key executive's needs . . . or recounting how Minox solves the problem of satisfying executives who have almost everything . . . this stimulating new brochure will be a welcome aid to companies of every size—will spark the imagination in dozens of ways that will benefit you and your business!

"Minox . . . Today's New Standard" is available without charge to interested companies that request it in writing on their corporate letterhead. Address all requests to Service Recognition Department, Kling Photo Corporation, 257 Park Avenue South, New York 10, New York.

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If you are interested in something that interests nobody, you have intellectual curiosity. If you are interested in something that interests everybody, you are just nosy.

## WHO SELLS MINOX BEST?



From registration cards received, we know that our national advertising and public relations programs contribute to only part of the phenomenal success story of the Minox in America. Our best and most ardent salesmen are the thousands and thousands of enthusiastic Minox owners from coast to coast. Of the 2,434 registration cards recently analyzed, here is how your fellow Minox'ers answered the question, "How did you learn about Minox?": 595 checked "Magazine Advertisements," 374 listed "Dealer Recommended," and by far the greatest number—1,164—told us, "My Friends Recommended."

We'd like to sincerely thank each one of you who has done so much to boost the ultra-miniature Minox to its present prestige position . . . and has helped make it the world's most distinguished camera.

When your conversation next turns to Minox and a friend or business associate expresses interest in your ultra-miniature camera, you may wish to give him one of the invitations you will find on the facing insert. This invitation will insure preferential treatment from your Minox camera dealer to anyone you recommend. And, as a token of our appreciation, when your friend becomes a new Minox owner, your dealer will present him with either a box of Minox film or a complimentary copy of Rolf Kasemeier's informative new book, "Small Minox—Big Pictures."

Again, our sincere thanks for making the Minox the most famous name in the ultra-miniature field.

**MINOXOLOGY (Cont'd.)**

come from learning to improve, and in sending prints to others. There's always a new satisfaction with Minox.

Last week, I went over my fifty best shots and made a discovery. **NEARLY ALL OF THEM ARE CLOSE-UPS. MOST WERE TAKEN AT 6 FEET OR LESS.** Some of the best ones were shot at 2 or 3 feet. So now I offer you a suggestion . . . a suggestion which I *promise* will improve your pictures.

Try this: *shoot a whole roll of film* on nothing but 2 feet to 6 feet close-ups. Do not even use the little red dot this time. Get the habit of shooting close-ups. It will cost only a few dollars, and it will be more than worthwhile.

You **MUST** use the measuring chain which is attached to your Minox. The temptation will be for you not to do so—to guess. However, it is extremely important that you get the exact measurement on close-ups if you want good clear pictures. Now, not only do I want you to shoot the whole roll in this way, but I want you to do it all within a hour or two. Start with your family or friends or pets. Please follow my instructions carefully.

1. Pick a sunny day and take the pictures either in the early morning or in mid-afternoon, no later than 3 or 4 o'clock. Try to escape the noonday sun.
2. If you do happen to be shooting at noon, select a fairly bright spot under a tree in open shade.
3. Use your light meter, without fail.
4. Be sure to have your subject

face the direction of the sun. If the sun is not too strong or you are in open shade, the eyes will not be squinty.

5. Shoot three negatives of each subject, varying your speed on each. This is called bracketing your shots. For example, assume that your light meter calls for 1/100 second exposure. You might shoot one picture at 1/50 second with or without an orange filter, one at 1/100 second with a green filter, and one at 1/200 second without a filter. You will find that one of these is superior to the rest.

6. Instead of family pictures, you may prefer to go to a public park. Take along a package of cigarettes or some chewing gum. Here is a "formula" which I use that never fails. Set your distance and walk up to the person whose picture you want. Offer a cigarette or a stick of gum . . . talk about the weather and while talking, simply lift the camera to your eye and shoot the picture. Say *afterward*, "You've got a very strong face" or "beautiful hair" or "expressive eyes." Believe me, flattery *will* get you somewhere. Then say, "My hobby is taking pictures of interesting looking people."

7. When shooting at 2, 3 or 6 feet, do not try to include trees, clouds or other background.

8. Concentrate on close-ups at 2 to 3 feet. Whenever possible, shoot a *side* view in order to eliminate such cases where the nose would appear larger than normal.

It doesn't sound too difficult, does it? The hardest part of this small but mighty lesson is to conscientiously use the measuring chain which is attached to your camera. Good shooting!



## EXCITING CHRISTMAS GIFT IDEAS

### MINOX B . . . the gift supreme

World's smallest, lightest, easiest-to-use precision camera has built-in exposure meter. Weighs just 3¼ oz., measures 3⅞" long. So quick, so sure . . . just match speed dial with meter indicator for perfect pictures every time—in all light conditions.

#6014 Minox B, satin chrome finish camera and chain, complete with leather case. **\$169.95**

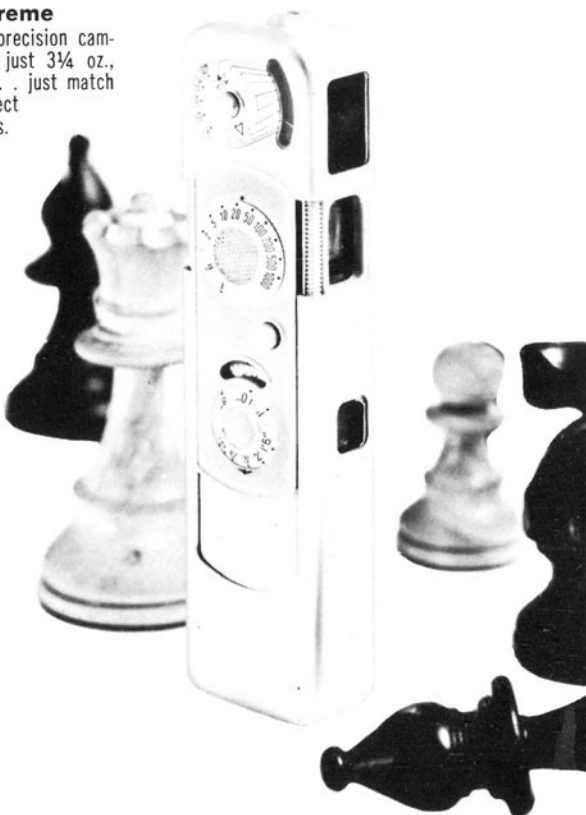
#6015 Minox B PRIVATE EYE, anodized black finish camera and chain, complete with black leather case. **\$186.95**

Minox III-S . . . same as new Minox B but without built-in exposure meter. Weighs only 2½ oz., ⅝" thick, 1⅞" wide, 3¼" long

#6010 Minox III-S satin chrome finish camera and chain, complete with leather case. **\$139.50**

#6012 Minox III-S PRIVATE EYE, anodized black finish camera and chain, complete with black leather case. **\$154.50**

#6011 Minox III-S, gold-plated camera and chain, complete with genuine alligator case. **\$299.00**



**NEW  
MINOX  
B/C FLASH**

The world's smallest and lightest flash unit measures 2 x 1 x ½", weighs just 1½ oz. Built-in telescoping reflector gives full illumination.

#6543 Model B for Minox B; with belt case **\$19.95**

#6544 Model A for Minox III-S; with belt case **\$19.95**

#6545 Model U for 35mm or larger cameras; with belt case **\$19.95**

#6546 Battery for Minox B/C Flash **\$1.15**



### MINOX EXPOSURE METER

Vital companion to the Minox III-S. No computations necessary—gives direct reading for Minox. Satin chrome finish meter and chain with leather case.

#6110 **\$27.95**

Anodized black meter and chain, leather case. **\$30.95**

#6112

## FOR THE MINOX'ERS ON YOUR LIST

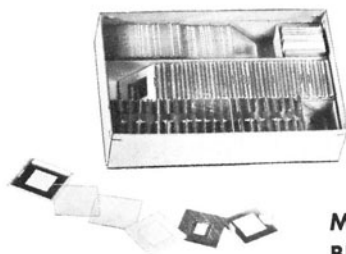


### MINOX SLIDE PROJECTOR

Shows Minox and other ultra-miniature color slides with exquisite realism. Projects to a big 24"x30" at 8 ft. Measures 8 x 6 x 3½". Pearl gray finish, leather case.

#6301

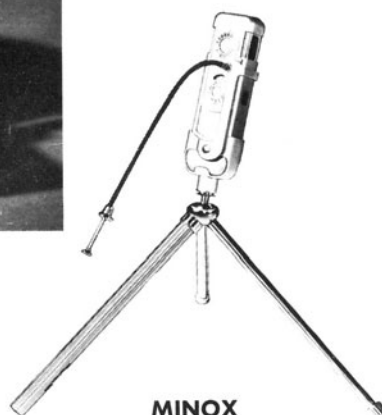
\$94.95



### MINOX SLIDE BINDING KIT

Contains slide frames, metal masks and cover glass to complete 50 slides. #6922

\$8.50



### MINOX POCKET TRIPOD

Sets up in 10 seconds, collapses into own case. Has tilting head and cable release. 7¼ x ¾" diam. Includes camera clamp, leather case.

#6621

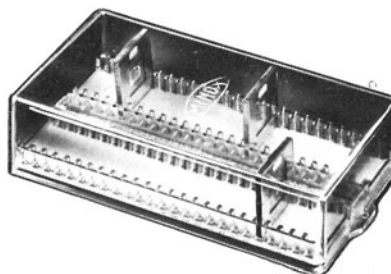
\$21.50



### MINOX TRANSPARENCY VIEWER-CUTTER

Examine frames through built-in magnifier, then cut by thumb pressure. Facilitates speedy slide mounting. #6901

\$14.95



### MINOX SLIDE SAFE

Transparent, dustproof slide file measures 3¼ x 6½ x 1½", holds 50 Minox slides in numbered and indexed slots. #6923

\$2.25

SEE PAGE 16 FOR YOUR NEAREST MINOX DEALER

## MORE CHRISTMAS GIFT IDEAS



### RIGHT-ANGLE FINDER MIRROR

Perfect for around-the-corner picture taking. Shoot to the right or left while facing straight ahead. Great for candid photograph.

#6200 for Minox III-S

\$9.95

#6202 for Minox B

\$9.95



### REFLEX VIEWFINDER

Lets you take pictures at waist level or near the ground for angle shots, or wherever eye-level isn't desired.

#6201 for Minox III-S

\$14.95

#6203 for Minox B

\$14.95



### TELEPHOTO/BINOCULAR CLAMP

Attaches Minox to binoculars. Adjustable for oculars from 1" to 2" diameter. Has built-in tripod socket and cable release socket. #6612

\$24.50



### MINOX PHOTO ALBUM

Has transparent plastic pockets for 102 standard size Minox prints. Expandable to any size through refills. Brown simulated leather with padded cover.

#6930

\$6.95

### MINOX BELT CASES

Lets you wear your Minox. Choose from genuine black, brown or red leather.

#6404 Minox III-S belt case

\$4.50

#6406 Minox B belt case

\$5.50

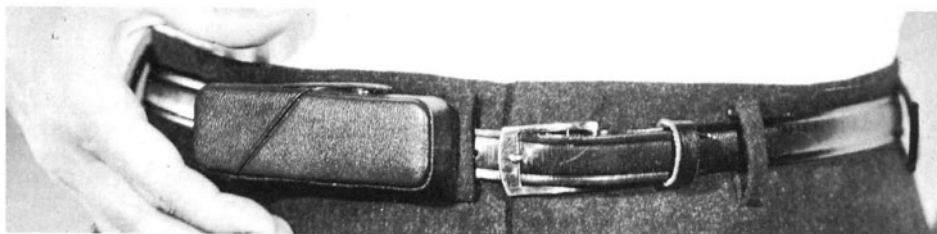
#### Accessory Cases

#6401 Minox exposure meter case

\$3.50

#6407 Leather cases for finders

ea. \$1.95



## FOR MINOX ENTHUSIASTS



### MINOX ENLARGER/COPY STAND

Enlarges up to 11 x 14". Has built-in light diffuser control, tilt back lamp housing, f/3.5 micro-Minox lens, double condensers, high-low switch.

#6770

\$189.50



### ADJUSTABLE COPYING STAND

Sturdy stand for copying letters, book pages, documents. Adjustable for distances from 8" to 18". Folds to only 9 x 1 x 1½"

#6602

\$29.95



### MINOX DEVELOPING TANK

Daylight loading, with thermometer. #6710 \$12.50

### MINOX FILM DEVELOPING KIT

15 sets of chemicals in pre-measured quantities.

#6720

\$3.95



### "SMALL MINOX — BIG PICTURES"

Minox executive Rolf Kasemeier's complete one-volume pocket guide to Minox photography includes over 100 pictures and diagrams. Great for amateur and professional Minox'ers. 190 pages. \$2.95

**YOUR MINOX DEALER HAS THESE GIFTS NOW!**

**SEE NEXT PAGE FOR YOUR NEAREST DEALER**

# THESE MINOX DEALERS INVITE YOU TO SEE THIS COMPLETE GIFT LINE

ALABAMA—Birmingham	Acton's Camera Shop	Pan Pacific Camera	Pueblo	Sparkleton Photo Service
	Bromberg and Company	Precision Photo Service	Greeley	Barber Studio
	John's Photo Service	Ralke Co.	CONNECTICUT—Bantam	
Huntsville	Universal Photo Shop	Rowan Jewelers	Bridgeport	Morgan's Photo and Gift Shop
Mobile	Calagar Photo Supply	Royalstone Photo		Fritz and Hawley, Inc.
	Van Antwerp	Semler's		Jay James Camera Shop
Montgomery	Shop 21, Inc.	Silton's		Len's Camera Supplies
ALASKA—Anchorage	Bert's Payless Drug	Bill Toth's Camera Shop		Photo Sales
	Eastchester Drug	Western Camera Supplies		Specter's, Inc.
	Hewitt's Drug	Westwood Photo Lab.	Colchester	Justin Hartley
	Mac's Photo Service	Windsor Hills Camera Shop	Danbury	Sturdevant's Photo Shop
Fairbanks	Stewart Photo Shop	Winter and Co.	Darien	Fairbanks Photo Shop
Ketchikan	Co-Op Photo Shop	Hurst Camera Shop	Fairfield	Todd's Camera Shop
	Schallert's Photo Shop	Menlo Park Camera	Greenwich	Camera Shop
ARIZONA—Casa Grande	Casa Grande Photo Shop	Plaza Camera Center		Greenwich Photo Supply
	Jean and Trox	Ken's Cameras		The Photo Shop
Nogales	Capin Mercaderia Co.	Valley Drug	Hartford	The Camera Bar
Phoenix	Camelback Photo Center	Hillcrest Camera Shop		Harvey and Lewis
	Cushman's Cameras	Montebello		Merrill's Camera Exchange
Dinoon Photo Supply	Datin Photo Lab	Mountain View		Monarch Photo Shop
	The Photo Shop	Norwalk		Rozinsky, Inc.
	Rosenweig's	Oakland		Alpha Photo Products Inc.
Wilson's Photo Shop	Scottsdale Photo			Walter Bennett
Bill Cook's Camera Shop	Scottsdale Photo			Sam Cohen's Camera Center
Tucson	Caples Camera Co.			Leo's Normal Pharmacy
	Nu-Art Photo Service			Orange Camera Shop
Pereira Camera Shop	Palm Springs			Camera Exchange
ARKANSAS—Clarksville	Palace Drug Store			Spotlight Photo Supply
El Dorado	Ward's Photo Supply			Desert Camera Shop
Fort Smith	McCann Photo Company			Palm Springs Camera Shop
Little Rock	The Camera Center			Al Taylor Camera
	Junkind Company			Key Bell, Inc.
	Peifers of Arkansas			Palo Alto
	Eddie Bueckle			Panorama City
Stuttgart				Alvin's Photographic Supply
CALIFORNIA—Alhambra	The Alhambra Camera Shop			Lee Mac Camera Exchange
	Camera Exchange of Alhambra			Petaluma
	Jerry's Camera Shop			Redondo Beach
Anaheim	Bob's Camera Mart			Riverside
Bakersfield	Henley's Photo Supply			Richmond
	Mercury Photo Finishing			Dick's Camera Shop
	Towne Photo Supply			Nohrberg, Inc.
Berkeley	The Camera Shop			Sage's Market
	Elmwood Camera Shop			John Pardee
	Barry Evans			McCurry Photo Co.
	Gersh Photo			Green's Camera Shop
Beverly Hills	Beverly Hills Camera Shop			Reed's Photo Supply
	California Camera			The Photo Shop
	Camera Exchange of Beverly Hills			Roy Davis Camera Shop
	Alfred Dunhill of London			Del Garner Photo
	Kerr's Sport Shop			Alex Camera Exchange
Burbank	Burbank Camera Center			Boulevard Camera Shop
	Photo Art Shop			Bunell Photo Shop
Burlingame	Bosco Camera Supplies			Clifford's Camera
Carmel	Beaux Arts Studios			Nelson Photo Supplies
	Camera Craft Shop			Winstead Bros., Inc.
Compton	Finley Camera Supply			Abercrombie and Fitch
Crecent City	Harris Studio and Camera Store			Allen Photo Supply Co.
Delano	Todd's Camera			Almae Camera Store
Eureka	Photo Specialty Shop			Artcraft Camera Shop
	Hallmark Photo Service			Alfred Bass, Inc.
Fairfax	Hollywood Camera Shop			Bing's Camera and Sound
Fresno	Horn Photo Shop			Bradley Cameras
	Suppliers, Inc.			Brooks Cameras and Supplies
Glendale	Valley Camera Shop			Bullock and Jones
	Ernie's Camera Shop			Camera Center
Hanford	La Moine Drug Co.			The Emporium
Hawthorne	B and B Camera			Fast Cameras
Hayward	Bowman's Camera Stores			Bill Goldfinger
	House of Cameras			Gong Num Co.
Hermosa Beach	Otto Busler			Hobby Center
Hollywood	Birns and Sawyer			Jebe's Camera Shop
	Don's Camera Exchange			Kaufman Camera Mart
	Millers Camera and Art Supply			Retlaw Camera Shop
	Morgan Camera Shop			Ronnie's Camera Shop
	Schaeffer Photo Supply			Scheafer's Camera Shop
	Technophot			Skinner, Hirsch and Kaye
	Ray Thelan			Walter Willey
Huntington Park	Red Fox Camera Center			Royal Camera Shop
La Canada	Merritt Camera			San Jose Camera Shop
Laguna Beach	Laguna Photo			Webb's Photo Supply
La Habra	Bill Photo Cameras			Cal Photo Supply
La Jolla	La Habra Photo			The Camera Shop
	La Jolla Camera			McDonald Camera Shop
La Mesa	La Mesa Photo Supply			Camera Center
Lemon Grove	Lemon Grove Camera			Camera Photo Service
Long Beach	Camera Supply			Foreman's, Inc.
	Mercury Photo			Camera Center
	Ward-Tallant Photo Supply			Stille Photo Supplies
	Western Camera			Anderson Camera
Los Altos	Winstead Bros.			Westen's
Los Angeles	American Camera Exchange			Weaver's Camera Shop
	Bel Air Camera			Brentwood Camera Shop
	Bullock's			Carlson's Photo Supply
	Camera Exchange of Farmers Market			Stewart Photo Co.
	Campus Camera Shop			Keith's Photo Co.
	Carl's Camera Center			Bob's Camera Shop
	Chipron Stamp and Stationery			French's Camera Exchange
	The Darkroom			Logan Camera Shop
	Filmmax Camera Shop			Reiman's Camera Shop
	Bob Gamble			Harry's Camera
	Griffith Camera Shop			Studio City Camera Exchange
	Henry's Camera			Sanguinetti Camera Shop
	Hollywood Camera Exchange			County Camera Shop
	House of Rothschild			Albert's Photo Center
	Iwata Photographic Supply			Photo Center
	Kimura Photomart			Anthony's Camera Shop
	King's Camera			Monte's Camera
	Sid Klein, Inc.			Colorado Springs
	E. V. Lewis Cameras			Deits Bros. Camera and Gift Shop
	Monarch Photo			Shewmaker's Camera Shop
	Ed Morgan Camera Center			Wiggins Studio
	B. B. Nichols, Inc.			Camera Exchange of Colorado
				Colorado Visual Aids
				Ford Optical
				Gart Bros. Sporting Goods
				Haastad's Camera Shop
				Mile High Photo Co.
				Skyline Camera Shop
				Vine Rurac Sports Shop
				Yarlow Drug Co.
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				Yarlow Drug Co.
				Midwest Photo
				Grand Junction
				Deits Bros. Camera and Gift Shop
				Shewmaker's Camera Shop

## FLORIDA (Continued)

Tallahassee ..... Tallahassee Camera Center  
Tampa ..... Tampa Photo Supply  
West Palm Beach ..... Halsey and Griffith  
Winter Haven ..... Carter's  
GEORGIA—Albany ..... Dixie Theatre Service  
Saville Jewelry, Inc.  
Ace Camera Stores  
Atlanta ..... Broadview Camera Inc.  
Colonial Film & Equipment Co.  
Frye's Camera Stores  
Rich's Inc.  
Star Photo Finishing  
Augusta ..... N. & W. Camera Exchange  
Columbus ..... Columbus Photo Service  
Macon ..... J. B. Coke  
Savannah ..... Photocraft  
Valdosta ..... Sport Center  
HAWAII—Hilo ..... Hilo Camera Shop  
Honolulu ..... Carter's Gift Shops  
Colvin's Camera Center  
Hawaii Camera Sales Co.  
Kailani Camera Shop  
Royal Hawaiian Camera Shop  
Sandy's Camera Shop  
Stewart's Pharmacies  
Waterhouse Photo Co.  
Kahului, Maui ..... Maui Dry Goods and Grocery  
IDAHO—Boise ..... Ballon-Latimer Co.  
Idaho Camera  
Lewiston ..... Tollenar's  
Pocatello ..... Hobson's Jewelry & Photo  
ILLINOIS—Aurora ..... Assell Photo Shop  
Rollins and Rice  
Belleville ..... Bland Photo and Art  
Berwyn ..... Colonial Camera Shop  
Imperial Camera  
Bloomington ..... Hawkins Studio and Camera Shop  
Champaign ..... Fairchild Camera  
Chicago ..... Abercrombie and Fitch  
Alpine Camera Co.  
Altman Camera Co.  
Baskind Jewelers  
Bass Camera Co.  
B and C Photo Service  
Bel-Park Photo  
Bolotin Camera Exchange  
Camera Exchange  
Center Camera Co.  
Central Camera Co.  
Chromoptics by Jay Reed  
Color Cameras  
Consolidated Watland Bros.  
Corona Studios  
Michael A. Dobkin  
The General Camera  
Herman Cameras, Inc.  
Hobby Cameras, Inc.  
Jackson Camera  
Kady Camera Co.  
Kraetz Camera  
Lambert's, Inc.  
La Salle Camera Co.  
Libby's Camera Co.  
Loop Camera Mart  
Mark's Cameras  
Marshall Field  
Mercury Photo Service  
Midwest Photo Supply Co.  
Montgomery Ward  
Morrison Camera Co.  
Norman-Willems Co.  
P-K Photo Supply  
E. J. Pollak Photo Shop  
Revera Camera  
Shutan Camera Co.  
Sopocy Photo Suppliers  
Standard Photo Supply Co.  
Triangle Camera, Inc.  
United Camera Co.  
Von Lengerke and Antoine  
Wolk Camera Company  
Wolk-Englewood Camera Co.  
Cicero ..... West End Cinema and Camera  
Decatur ..... Pile's Camera Shop  
Des Plaines ..... Photo Service, Inc.  
Elgin ..... B. K. Photo Supply  
Evanston ..... McCoy Camera Co.  
Fairfield ..... Post's Audio Visual Service  
Glencoe ..... Glencoe Camera Shop  
Highland Park ..... Powell's Camera Mart  
La Grange ..... Suburban Camera Shop  
Lake Forest ..... McMaster's Pharmacy  
Martin's Drug Store  
Lansing ..... Besse Camera and Supply  
Macomb ..... Scott's Pharmacy  
Moline ..... Seidholm's  
Oak Park ..... Austin Camera Co.  
Oak Park Camera  
Village Camera Co.  
Park Forest ..... Camera Corner  
Peoria ..... Lens and Camera Shop  
Peoria Camera Shop  
Rex Studio and Camera Shop  
River Forest ..... River Forest Camera Shop  
Rockford ..... Camera Craft  
The Photo Shop  
Lundgren's  
Skokie ..... Oakton Camera Shop  
Springfield ..... The Camera Shop, Inc.  
Piles Camera Shop  
Swanson's Camera Shop  
Waukegan ..... Klein's Photo Center  
Wheaton ..... Du Page Photo Company  
Wilmette ..... The Camera Shop  
Winnetka ..... Phototronic, Inc.  
Wood River ..... Photo Art Shop  
INDIANA—Bloomington ..... Wiles Drug Co.  
Elkhart ..... Elkhart Camera Center

Evansville ..... Ray Herring Camera Shop  
Fort Wayne ..... Smith and Butterfield  
Tri State Camera Store  
The Howard Co.  
Sunny Schick's  
Gary ..... Gary Camera  
Village Card and Camera  
Greencastle ..... Coan's Pharmacy  
Dave's Camera Mart  
J. W. Millikan, Inc.  
Indianapolis ..... L. S. Ayres and Co.  
The Camera Shop  
Hoosier Photo Supply  
H. Lieber Co.  
Lincoln Jewelry Shop  
Post Photo Shop  
Treatner Camera Co.  
William Warner, Inc.  
Logansport ..... Quick Film Service  
Monticello ..... Dodd's Rexall Camera Shop  
Muncie ..... Muncie Camera Shop, Inc.  
New Castle ..... H. R. Edwards Jeweler  
North Manchester ..... Mark's Drug Store  
Shelbyville ..... Meloy's, Inc.  
South Bend ..... Ault Camera Shop, Inc.  
Schilling's  
Terre Haute ..... Smith Nu Art Photo  
Stewart Martin's Snap Shop  
IOWA—Cedar Rapids ..... Morris Sanford Camera  
Des Moines ..... Gold Camera Shop  
Greenawald Drug  
Dubuque ..... Allied Camera Center  
Iowa City ..... Lind's  
Louis Drug Store  
Ottumwa ..... The Camera Shop  
Waterloo ..... Mack Photo Shop  
Walden Photos, Inc.  
KANSAS—Concordia ..... Martin Drug Company  
Dodge City ..... Southwestern Photo Supply  
Lawrence ..... Mosser Wolf, Inc.  
Mission ..... Travel House  
Prairie Village ..... Bruce Smith Drugs  
Salina ..... A-Smile-A-Minute  
Topeka ..... Wolfe's Camera and Photo  
Wellington ..... Epperson Studio and Camera Supply  
Wichita ..... Bob Gaskin's Industrial Photo Sales  
Jeff's Camera Shop  
Lawrence Photo Supply, Inc.  
Moler's Camera Clinic  
KENTUCKY—Lexington ..... Foto Center  
L. Michaels  
Joe Rosenberg  
Louisville ..... Camera Center Inc.  
Falls City Theater Equip. Co.  
W. D. Gatchell & Sons  
Kentucky Camera Shop  
Schumann Click Clinic  
Owensboro ..... Gant and Butterfield  
LOUISIANA—Alexandria ..... Newcomb Studio and Camera  
Baton Rouge ..... Bert's Camera Center  
Kadai's Camera House  
Ogden Park Drugs  
Southern Camera Service  
Franklin ..... Stroube Photo Supply  
Migues Studio  
Monroe ..... Griffin's Studio and Camera  
New Orleans ..... Bellmore, Inc.  
Bennett's  
Camera Inc.  
The Fox Co.  
Security Company  
Shreveport ..... Film Arbor Photo Service  
Grady's Camera Center, Inc.  
MAINE—Augusta ..... Mansur's, Inc.  
Lewiston ..... Camera Service Center  
Portland ..... Bicknell Photo Service  
South Portland ..... Imesa Photo Service  
MARYLAND—Annapolis ..... A. N. Miller  
Atlantic Photo Supply Co.  
Baltimore Photo Supply Co.  
Berman Loan Office  
Photocenter, Inc.  
Read Drug  
Ritz Camera Center  
Service Photo Supply Co.  
Stark Films  
Chevy Chase ..... Zepp Photo  
Vian, Inc.  
Easton ..... Hobby House  
Elkton ..... Colonial Jewelers  
Hagerstown ..... Fahney's Photo Center  
Rasp Camera Center  
Silver Springs ..... Cameras, Inc.  
Haynes Camera Center  
MASSACHUSETTS—Andover ..... Look Photo Service, Inc.  
Beverly ..... Cor-Nix Co.  
Boston ..... Adams Camera Exchange  
Barry and Epstein Jewelers  
Brimfield Camera Co.  
Central Camera Exchange  
Copley Camera Shop  
Don Elder's  
Claus Gelotte, Inc.  
Ralph Harris Co.  
Hawes Photo Shop  
Jackson Photo Supply Co.  
Lloyd Optical Co.  
Jordan Marsh Co.  
Park Square Building Camera  
Piggin Jewelers  
Quality Camera Exchange  
School St. Camera Exchange  
Smith's Photographic Store  
Stone Camera Inc.  
Brockton ..... Benner's Camera Shop  
Brookline ..... Jon Allen Camera  
Cambridge ..... Crimmon Camera Exchange  
Ferranti Dege, Inc.

Claus Gelotte, Inc.  
Slade's Photo Service  
Jack Seltzer and Co., Inc.  
Chicopee ..... Chicopee Camera Center  
Clinton ..... Zoli's Photo Shop  
Concord ..... William W. Anderson  
Fall River ..... All's Photo Supply  
Fitchburg ..... Art Photo Supply  
Framingham ..... Fitt's Photo Shop  
Holyoke ..... D'Addario's Camera Shop  
Hudson Co. ..... Super's  
Hyannis ..... Colby Photo Supply  
Lawrence ..... Weiner-Chimes  
Lexington ..... Theatre Camera Shop  
Lowell ..... Maloof's  
Lynn ..... Lynn Photo Supply Co.  
Malden ..... Davis Camera Supply  
New Bedford ..... Centre Jewelry Co.  
Converse Photo Supply  
Newton Center ..... Atwood's Camera Shop  
Northampton ..... The Triplex Shop  
Pittsfield ..... Movie Mart  
The Photo Shop  
Salem ..... Essex Camera Shop  
Somerville ..... Regent Camera Shop  
Springfield ..... Bloom's Photo Supply Inc.  
Valley Cinema  
Wareham ..... Win's Camera and Photo Supplies  
Wellesley ..... Hubert's Photo Supplies  
Pond's Camera Store  
The Snap Shop  
West Lynn ..... McLaughlin and Denison  
Worcester ..... Harvey and Lewis Co.  
Wheaton, Inc.  
Worcester Photo Shoppe  
MICHIGAN—Adrian ..... Adrian Camera Shop  
Main Photo Supply  
Ann Arbor ..... Follett's Michigan Book Store  
Purchase Camera Shop  
The Quarry, Inc.  
Battle Creek ..... K. E. Kury Inc.  
Benton Harbor ..... Goodman and Goldbaum  
Birmingham ..... Birmingham Camera Shop  
Dearborn ..... Dearborn Camera Shop  
Detroit ..... Acme Camera Exchange  
Alvin Camera Exchange  
Detroit Camera Shop  
Paul Gach Photography  
Garrick Photo Supply  
Guala Camera Shop  
Guild Camera Shop  
J. L. Hudson Co.  
Lobby Hobby  
The Photo Shop  
Pointe Camera Shop  
Seven Mile Camera Shop  
Silhouette Camera Shop  
Village Camera Shop  
A - D Camera Shop  
Ferndale ..... Harry's Camera Shop  
Flint ..... Arden's Drive-In Photo Mart  
Grand Rapids ..... Camera Center  
The Camera Shop  
Grosse Pointe ..... Camera Center  
Grosse Pointe Woods ..... Studio Camera Shop  
Highland Park ..... Meier Camera Shop  
Holland ..... Wade Drug Company  
Hudson ..... Klee Pharmacy  
Ironwood ..... Range Photo Service  
Jackson ..... Jackson Photo Center  
Kalamazoo ..... Crescent Studio and Camera  
Marion Studio and Camera  
Lansing ..... Lansing Camera Shop  
Linn Camera Shop, Inc.  
Van's Camera Shop, Inc.  
Van's Photo Service  
Marquette ..... Dorray Photo Finishers  
Midland ..... Wright's Studio and Camera  
Monroe ..... Maeland Camera Store  
Muskegon ..... Radium Photo Service  
Plymouth ..... The Photographic Center  
Pontiac ..... The Camera Mart  
Port Huron ..... Camera Craft Gift Shop  
Royal Oak ..... Dunn's Camera and Hobby  
Saginaw ..... Camera Center  
Warren ..... The Photo Center  
Wyandotte ..... Feldman Camera Exchange  
MINNESOTA—Duluth ..... Millard Berg's  
The Kamera Shop  
Security Co., Inc.  
Minneapolis ..... Brand's Camera Craft  
Century Camera Shops  
Gopher Camera  
Jay's Cameras  
Leigh, Inc.  
National Camera Exchange  
Port Huron ..... Camera Craft Gift Shop  
Rochester ..... Weber and Judd Co.  
St. Louis Park ..... Keller Brothers  
St. Paul ..... Fine Cameras  
Finn's  
Fisher Photo Supply  
Goodman's Jewelers  
O. N. Olsen Photographic Supplies  
Schuennan's  
Swanson's Camera Sales and Service  
Winona ..... Ed Buck's Camera Shop  
May's Photo Service  
MISSISSIPPI—Jackson ..... Jackson Camera Center  
Southwest Drug Stores  
MISSOURI—Brentwood ..... Deering Pharmacy  
Clayton ..... Clayton Camera Shop  
Columbia ..... Smith Studio  
Jackson ..... H. A. Ueleke  
Joplin ..... Wingo's Inc.  
Kansas City ..... Barnard's  
Crick's Camera Shop  
Elko Photo Products  
Gateway Sporting Goods  
Midland Camera Supply  
Music Mart Camera Center



## MISSOURI (Continued)

Maplewood	Harper Pharmacy, Inc.	Lawrence	Ace Photo Labs	Lockport	Jay's Camera Shop
St. Joseph	Vazi's Camera Shop	Long Island City	A. C. Camera Exchange	Manassas	Caruso Photo Service
St. Louis	Cook's Camera Shop	Lynbrook	Arnee Camera Exchange	Mount Kisco	Fox and Sutherland
	Atlas Jewellers Co.	Manhasset	Arrow Photo Shop	Mount Vernon	Camera Mart
	Avenue Camera Store	Manhattan	Abercrombie and Fitch	Newburgh	Baxter's Camera Shop
	Bader's		Aljan Camera		General Photo Supply
	Erker Optical Co.		Allied Camera Exchange	New Rochelle	Seaman's
	Famous-Barr Co.		B. Altman	Niagara Falls	Camera Craft Stores
	Jefferson Camera Shop		American Camera Exchange	Olean	Lindsay Photo Service
	Kay's Photo and Optical Co.		Bernard Arkin	Oneonta	The Camera Center
	St. Louis Photo Supply		Awon Films	Painted Post	Brackett's
	W. Schiller and Co.		Bart's Camera Mart	Poughkeepsie	Tillman's Drug Store
	Stanley Photo Service		Joseph Baruch Photo Supply		State Studio and Camera Shop
Springfield	Ozarks Camera Center		Bolar Camera Stores	Rochester	Hahn Photo Center
Washington	Fan Photo Service		Broadway Camera Exchange		Le Beau Photo Shop
			Broadway Camera Shop		Sibley's
MONTANA—Billings	Kasper's Photo Shop		Arthur Brown	Rome	Smith-Surrey, Inc.
Butte	Farren's Village Drug		The Camera Barn	Scarsdale	M and S Photo Supply, Inc.
Great Falls	Barber's, Inc.		The Camera Box	Schenectady	Scarsdale Camera Shop
Hamilton	Public Drug Co.		Camera Cade		Canter's Jewelers
Helena	Robert's Book Store		Camera Craft 42nd Street		Click Camera Shop
	Jorud Photo Shop		The Camera House	Syracuse	J. T. and D. B. Lyon
NEBRASKA—Lincoln	Miller and Paine, Inc.		Camera Land, Inc.		Camera Center
Omaha	Carl S. Baum		Camera Place		Francis Hendricks Co.
	Calandra Camera Co.		Camera Showcase		Lindemer's
	Dean's Camera Center		Carlyle Camera Corp.	Troy	Wilson's Leading Jewelers
	Eastman Kodak Stores		Circle Foto	Utica	Tarrytown Camera Shop
	J. G. Kretschmer		City Camera Exchange		E. A. Hahn Camera Shop
NEVADA—Las Vegas	Gee's Gems		Columbus Photo Supply Corp.	Watertown	Severance Photo, Inc.
Reno	Photo Mart, Inc.		Dumont's Camera Exchange	Wellsville	The Camera Corner
	Camera Unlimited		Equitable Camera and Card	White Plains	The Camera Shop
NEW HAMPSHIRE—Hanover	Camera Shop of Hanover		Federal Camera Exchange		Colorone
Manchester	The Camera Shop		Foremost Camera Stores	NORTH CAROLINA—Albemarle	Starnes Jewelry
Durham	Durette Photo Co.		FotoShop, Inc.	Asheville	Camera House
Nashua	Fotomart		Photo-View		National Photo Supply
Portsmouth	Eagle Photo		Photo Center	Charlotte	Simpson Photo Service
NEW JERSEY—Atlantic City	Betesh & Lependorf		Photo Center	Fayetteville	W. I. Van Ness and Company
East Orange	County Photo Service		Photo Center	Greensboro	Tyler News & Camera Shop
Elizabeth	Ritz Drug Photo Co.		Photo Center	Raleigh	Carolina Camera Center
Englewood	Herbert's Camera		Photo Center		Capital Camera Shop
Hackensack	Main Camera Store		Photo Center	Shelby	King Photo Supply
Hoboken	Riger's Camera and Sport Shop		Photo Center	Winston-Salem	Harold A. Elliott Jewelers
Irvington	Hoboken Cameras		Photo Center	NORTH DAKOTA—Dickinson	Murphy's Camera Center
Jersey City	Krafte Cameras		Photo Center	Fargo	Osborn Studio
	Court House Camera Shop		Photo Center	Grand Forks	Epo Film Service
	Hudson Camera		Photo Center	Minot	Ness Epko, Inc.
Linden	Levy's Sport Shop		Photo Center		Reub's Minot Camera
	Daily Photo		Photo Center	OHIO—Akron	Strauss Brothers
	Schreiber's Snapshot Service		Photo Center		Akron Camera Co.
Livingston	Livingston Camera Mart		Photo Center		Industrial Photo Supply
Mercerville	Photo Art Company		Photo Center		Metzger Photo Supply
Millburn	Millburn Camera		Photo Center		Photo Mart, Inc.
Montclair	Jacobson's Sport Shop		Photo Center		Sid's Camera Exchange
Moorestown	The Camera Corner		Photo Center	Ashtabula	Ashtabula Photo Service
Morristown	H. H. Arjman		Photo Center	Bellaire	King's
Newark	Academy Camera		Photo Center	Berea	Gorman's Photo and Hobby
	Bamberger's		Photo Center	Bowling Green	Roger Bros. Drug
	Grober Camera		Photo Center	Canton	Adams Camera Shop
	L. Kaltman and Sons		Photo Center		Hillman's
	Midtown Camera		Photo Center	Cincinnati	The 30th St. Camera Shop
	Schaeffer Company		Photo Center		Alpha Cine Service
	20th Century Photo Service		Photo Center		Eastern Hill Camera Co.
New Brunswick	College Pharmacy		Photo Center		Huber
Newton	Michael Photo Supplies		Photo Center		Jack's Camera Center
Nutley	Cameras and Cards		Photo Center		Ohio Valley Photo
Paterson	Hathaway's, Inc.		Photo Center		Provident Camera Shop
	M.S.M. Company		Photo Center		Shilto's
Perth Amboy	Fishkin Brothers		Photo Center		York Camera Shop
Ridgewood	Ridgewood Camera		Photo Center	Cleveland	Bryar Photo Supply
South Orange	Village Camera		Photo Center		Camera Craft
Summit	Art's Camera Shop of Summit		Photo Center		The Dodd Company
Teaneck	Teaneck Camera		Photo Center		Hemming's Photo Supplies
Toms River	Hi Fi and Photo Supply		Photo Center		Jordan's Camera Supply
Union	Union Camera		Photo Center		Lester Camera Co.
Union City	John J. Tobler, Inc.		Photo Center		Merka Jewelry and Photo
Upper Montclair	Burt Gale		Photo Center		The Photo Shop
West New York	Levy's, Inc.		Photo Center		Prentke's Price Inc.
Wildwood	Pulginetti Photo Shop		Photo Center		Reitman Camera Exchange
Woodbury	Jack's Camera and Hobby Shop		Photo Center	Columbus	Bexley Camera
NEW MEXICO—Albuquerque			Photo Center		Budd and Company
	H. Cook Sporting Goods		Photo Center		The Camera Shop
	Fedway Stores		Photo Center		Capitol Camera Co.
	Kurt's Camera Corral		Photo Center		Chick's Camera Exchange
East Side Espanola	Pike's Jewelry and Gift Shop		Photo Center		F. and R. Lazarus Co.
Farmington	Trio Art Camera Shop		Photo Center		Don McAlister Camera Co.
Hobbs	Western Art Studio and Camera		Photo Center		Joe Modes and Company
Las Cruces	Malone Drug Store		Photo Center		Sabine Pharmacy
Santa Fe	The Camera Shop of Santa Fe		Photo Center	Cuyahoga Falls	Gerb's Pharmacy
	Santa Fe Book and Stationery		Photo Center	Dayton	Dayton Camera Shop
NEW YORK CITY & LONG ISLAND—			Photo Center		Dayton Film Supplies, Inc.
Brooklyn	Bedford Camera Shop		Photo Center		Malone Camera Stores
	Beverly Photo		Photo Center		Rike-Kumler Co.
	Boro Hall Camera		Photo Center		Salem Camera Company
	Camera Center		Photo Center	East Liverpool	South Park Photo Shop
	Claridge Camera		Photo Center		Don Eckert's Camera Mart
	Miller's Camera Exchange		Photo Center	Elyria	Loomis Camera
	Paramount Photo		Photo Center	Euclid	Demshar and Sons, Inc.
	Potter's Camera Stores		Photo Center		Photo Mart
	Servel Photo Shops		Photo Center	Fairborn	Fairborn Camera Shop
	Sperry Camera Stores		Photo Center	Fairview Park	Neilson's Camera Shop
	State Camera Exchange		Photo Center	Fremont	Townsend's Melody Lane
	Valenti's		Photo Center	Garfield Heights	Neilson's Camera Shop
Bronx	Bronx Camera Exchange		Photo Center	Kettering	Photo Leo, Inc.
	Photo Art, Inc.		Photo Center	Lima	Acme Photo Supply
	Sterling Howard		Photo Center	Manfield	Mansfield Photo Supplies
East Northport	East Northport Camera Shop		Photo Center		Snyder Camera Shop
Forest Hills	Forest Hills Photo Center		Photo Center	Marietta	Marietta Office Supply
Garden City	Spies Camera Shop		Photo Center	Martins Ferry	Zimmerman's
Great Neck	Great Neck Camera Exchange		Photo Center	Massillon	Massillon Camera Shop
Hempstead	Albee Camera Exchange		Photo Center	Medina	E. A. Morton Camera
Idlewild Airport	Eastern Camera Exchange		Photo Center	Middleton	Davidson Camera Shop
Jackson Heights	Photographic Distributors		Photo Center	Port Clinton	Conner Camera and Hobby
	Center Camera Stores		Photo Center		Misch Studio and Camera
			Photo Center		Gainestrough Studio
			Photo Center		Otto G. Graeff, Inc.
			Photo Center		Sayer Camera Studio
			Photo Center		Bechren Photo Co.
			Photo Center		Gross Photo Mart, Inc.
			Photo Center		Neumann Brothers

## OHIO (Continued)

Wauseon ..... Toledo Camera Shop  
 Wooster ..... Snyder and Son  
 Youngstown ..... King's  
 Photo Eye Film Corp.  
 Stanbaugh-Thompson Co.  
 Straus-Hirshberg  
 Zanesville ..... The Camera Shop  
**OKLAHOMA—Bartlesville—**  
 Herman's Studio and Camera  
 Muskogee ..... Howard's  
 Oklahoma City ..... Eastman Kodak Stores  
 Pipkin Photo Service  
 Reeves Camera Store  
 Tulsa ..... King's Photo Supply  
 Kirkpatrick's  
 Mason's Inc.  
 Rochester Photo  
**OREGON—Baker** ..... Levinger's Rexall Drug  
 Coos Bay ..... Camera Shop  
 Coquille ..... Barrone Drug  
 Duquesne ..... King's Jewelry Co.  
 Eugene ..... Coburn Film Shop  
 Dotson's  
 Henry Lowery Fine Cameras  
 Grants Pass ..... Wiltshire's  
 Klamath Falls ..... Leo's Camera Shop  
 Underwood Camera Shop  
 Medford ..... Anders Photo Shop  
 Brainerd Studio Camera Shop  
 Hudson's Rogue Camera Shop  
 Pendleton ..... The Town Shop  
 Portland ..... The Camera Mart  
 J. K. Gill Company  
 Meier and Frank  
 Sandy's Camera Shops  
 Semler's Sporting Goods  
 Salem ..... McEwan's Photo Shop  
 Meier & Frank Co.  
 Springfield ..... Gerlach's Drug Store  
 Warren ..... Columbia Photo Service  
**PENNSYLVANIA—Allentown** ..... Classic Photo Lab  
 Hess Bros.  
 Altoona ..... George E. Phillips  
 The Camera Shop  
 Ardmore ..... MacCallum Stores  
 W. Robert Swartz  
 Paramount Photo  
 Bala-Cynwyd ..... Bob's Photo Shop  
 Bethlehem ..... Carl's  
 Nichols Photo  
 Bristol ..... Broomall Shop  
 Butler ..... Hople's  
 Chester ..... The Photo Mart  
 Clifton Heights ..... Camera Clinic  
 Denora ..... Central Drug Store  
 Duquesne ..... King's Jewelry  
 Easton ..... Easton Camera Center  
 Sterling's  
 Erie ..... Duggan Rider  
 Erie Camera Center  
 Hoffman Camera Shop  
 Flourtown ..... Oak Lane Photo  
 Gettysburg ..... Dave's Photo Supply  
 Greensburg ..... Perfection Photo Company  
 Harrisburg ..... James L. Company  
 Penn Photo Service  
 Hatboro ..... Noel Boghetti  
 Hazleton ..... Cosgrove Camera Shop  
 Fane Photo Supply  
 Jenkintown ..... Photo Spot  
 Johnstown ..... Johnstown Photo Supply  
 London Stores, Inc.  
 Lancaster ..... Jaffae Cine  
 McKeesport ..... Brenner Photo Supply  
 Mount Union ..... Klingler Store  
 Newcastle ..... King's  
 New Kensington ..... Ken Kamera  
 Norristown ..... Charles C. Shoulberg  
 Northumberland ..... Rex and David  
 Philadelphia ..... M. A. Abuhove  
 Alberton Color Research  
 Barr's  
 Basco Jewelry, Inc.  
 Commercial Photo Service  
 Dedaker's Camera Shop  
 Foto Mart  
 Oscar H. Hirt  
 Klein and Goodman  
 Kosmin's Camera Exchange  
 Mary Lewis Camera Shop  
 Joseph S. Livengood  
 Malena Company  
 M. and H. Sporting Goods  
 Mid City Camera Exchange  
 Pearson's  
 Peerless Camera Stores  
 Perfect Photo Service  
 Photo Cine Corp.  
 Potter Camera Shop  
 Rosenfeld Photographic Supplies  
 Sun Ray Drug Company  
 John Wanamaker  
 Williams, Brown and Earle

Pittsburgh ..... Almore Photo Supply  
 Camera Exchange, Inc.  
 W. J. Clapper Co.  
 Foto Shop—Squirrel Hill  
 Gimbel Bros., Inc.  
 Joseph Horne Company  
 Kadet Photo Supply Co.  
 Kaufman's  
 Lebanon Camera Shop  
 Peerless Camera Stores  
 Penn Camera  
 Triangle Camera  
 Trigger and Reel  
 Wolk's Kamera Exchange  
 Arrow Camera Shop  
 Yorkville Camera Shop  
 Reading ..... Alton E. Bowers  
 W. F. Drehs  
 Kagen's  
 Sayre ..... Art Reagan Jeweler  
 Scranton Photo Shop  
 Sharon ..... Rembrandt Camera Shop  
 Gibson Photo Center  
 Washington ..... S. A. Meyer  
 Kentch's Rexall Drug  
 Wellabore ..... Camera Craft Photo Service  
 West Chester ..... Boston Store  
 Wilkes-Barre ..... Hurjax Photo Supplies  
 Williamsport ..... Hoyer's  
 Swigart's Photo Service  
**RHODE ISLAND—Newport** ..... Bellevue Camera  
 Pawtucket ..... J. E. Brennan & Co.  
 Providence ..... Adler's Inc.  
 Almar's Photo Supply  
 Starkweather and Williams  
 Westerly ..... Payne Motion Picture Services  
**SOUTH CAROLINA—Charleston** ..... Norvell's Camera Exchange  
 Carolina Camera Shop  
 Palmetto Pictures, Inc.  
 Orangeburg ..... Bryant's Photographic  
 Photo Art Center  
**SOUTH DAKOTA—Rapid City** ..... Harold's Photography  
 Harold's Photo Supply  
 J. E. Brennan & Co.  
**TENNESSEE—Chattanooga** ..... Camera and Craft  
 T. H. Payne Company  
 Violet Camera  
 Knoxville ..... Myers Camera Store  
 Rich's Inc.  
 Snap Shops Inc.  
 Memphis ..... Bob's Camera Store  
 Ed's Camera Shop  
 Sam Haynes Photo Shop  
 K & B Photo Service  
 Bill Lewis Inc.  
 Memphis Photo Supply  
 Perel and Lowenstein  
 Max Price Camera  
 Nashville ..... Camera Shop  
 George C. Dury Company  
 McGinnis Drug  
 Melrose Camera Center  
 Wright Photo  
**TEXAS—Abilene** ..... Bush and Sons of Texas  
 Ammarillo ..... Hestner's Camera Store  
 Arkansas Pass ..... Conoly Drugs  
 Austin ..... Austin Photo Supplies  
 Ellison Photo Company  
 Studman Photo Service  
 Beaumont ..... Majestic Photo Finisher  
 Brownsville ..... Rogers  
 Corpus Christi ..... Goltzman Luggage and Camera  
 Taylor Bros.  
 Dallas ..... Dobbs House Inc.  
 Lone Star Camera  
 Longhorn Camera  
 Marlow's  
 Neimars Marcus  
 Pete's Foto Shop  
 Super Tex Camera Store  
 Village Camera Shop  
 Riley's Drug Store  
 Camera House  
 Desert Art Shop  
 El Paso ..... El Paso Sporting Goods  
 Frank E. Myers Co.  
 Patterson's  
 Popular Dry Goods  
 The Camera Shop  
 Fort Worth Photo Supply  
 Goldstein Brothers  
 Seymour's Photo Center  
 Stripling's  
 Galveston ..... Henry's Book Store  
 Houston ..... Carroll Camera Co.  
 Dugan Drug  
 Foley Bros. Dry Goods  
 Houston Photo Supply, Inc.  
 George Lange and Co.  
 Oshman Outdoor Stores  
 Sharp Camera Co.

Southwestern Camera  
 Star Electric and Engineering Co.  
 Texas Photo Supply Co.  
 Lubbock ..... Camera Shop  
 Sound Photo Sales Co.  
 Midland ..... Midland Camera Shop  
 New Braunfels ..... Seidell Studios Camera Shop  
 Odessa ..... Odessa Camera Center  
 Pasadena ..... Skylark Camera Co.  
 Port Arthur ..... Spooner's Photo Shop  
 San Antonio ..... Dot's Photo  
 Foto Center  
 The Fox Company  
 Studer's  
 Martin Peterson Studio and Camera  
 Sterling Studio and Camera  
 Texas City ..... King's Jewelers  
 Delcater's Camera  
 Wichita Falls ..... Allen Inkley, Inc.  
**UTAH—Ogden** ..... Sports Shop  
 Allen's Photo Supply  
 Salt Lake City ..... Maurice Anderson Men's Shop  
 Auerbach's Camera Shop  
 Deseret Book Co.  
 Ecker's  
 Standard Optical Co.  
 Zink's  
**VERMONT—Burlington** ..... Camera Shop  
**VIRGINIA—Bristol** ..... Kelly and Green  
 Cary's Camera Shop  
 Charlottesville ..... Campbell's Camera Center  
 Norfolk ..... Macdon's Camera Shop  
 Mason Camera Center  
 Galeski Photo Center  
 Richmond ..... Old Dominion Camera Shop  
 Ewald Clark, Inc.  
 Roanoke ..... Roanoke Photo Finishing  
 Bon Marche  
**WASHINGTON—Bellingham** ..... Bremerton Photo Supply  
 Clarkston ..... Wasen's Inc.  
 Everett ..... Alley's Camera Shop  
 Richland ..... Klotter's Camera Shop  
 Seattle ..... Bon Marche  
 Clyde's Camera Stores  
 Coleman's Kodak Supplies  
 Frederick and Nelson  
 Glazer's Camera Supply  
 Little, Inc.  
 Magnolia Stationery  
 Skips Burien Camera Shop  
 Skips Camera Shops  
 Snellson's Camera Shop  
 Tall's Camera Supply  
 Warshall's Sporting Goods  
 Spokane ..... Bon Marche  
 Wilro's Camera Shop  
 Tacoma ..... Camera Shop  
 Harold Meyer Cameras  
 Richard's Camera Inc.  
 Walla Walla ..... Tallman Drug Store  
 Yakima ..... Cliff Miller Camera Shop  
**WEST VIRGINIA—Beckley** ..... King Photo Supply  
 Charleston ..... The Gun Store  
 Mann Jewelers  
 Merrill Photo Supply  
 S. Spencer Moore Co.  
 Clarksburg ..... Kyle and Company  
 Huntington ..... Honaker, Inc.  
 Mack and Dave's  
 Ma' Del Studios  
 South Charleston ..... Cohen Drug Co.  
 Weirton ..... Carr Photo Service  
 Wheeling ..... King's  
 Kirk's Photo Art Store  
 White Sulphur Springs ..... Club Photos  
**WISCONSIN—Appleton** ..... Camera Exchange  
 House of Cards and Cameras  
 Ideal Photo  
 Beloit ..... Yagla's  
 Padraff Photo Service  
 Fond Du Lac ..... Fond Du Lac Camera Center  
 Kenosha ..... Maxwell's Inc.  
 Madison ..... Meuer Photoart House  
 Milwaukee ..... Central Film Lab  
 The Darkroom, Inc.  
 Gimbel's  
 Herman Kuiper, Inc.  
 Photoart Visual Service  
 Reimer's Photo Materials  
 Bob Sacks Camera  
 Wack Sales Co., Inc.  
 Racine ..... Jim's Camera Shop  
 The Photo Crafts  
 Wick's Photo Center  
 Sheboygan ..... Gene's Photo and Camera  
 Shorewood ..... The Camera Center  
 Stevens Point ..... Joseph Hannon  
 Marshfield Field  
 Wauwatosa ..... Wauwatosa Camera Shop  
 Bi-Rite Drug Store  
 Ken's Photo  
 Sheridan ..... Rockford Studio  
**PUERTO RICO—San Juan** ..... Photo Segundo, Inc.  
 Santurce ..... Rooney Photo Mart

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by


**KLING PHOTO CORPORATION**

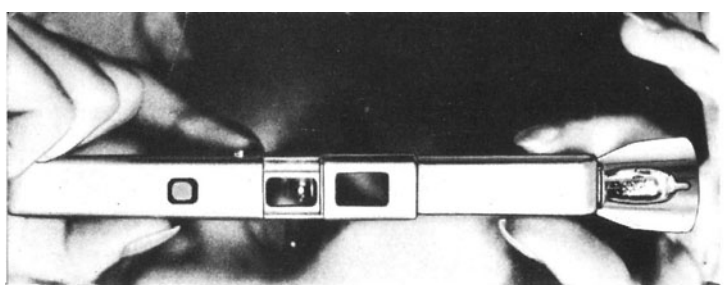
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# MINOX MEMO

P. O. Box 94, Forest Hills 75, N. Y.



AN  
EXCITING  
NEW  
MINOX  
ACCESSORY!

See Page 3

Form 3547 requested

THE MINOX  
3 oz. MINOX  
CAMERA HAS  
NEW BUILT-IN  
EXPOSURE  
METER



Fingerringen

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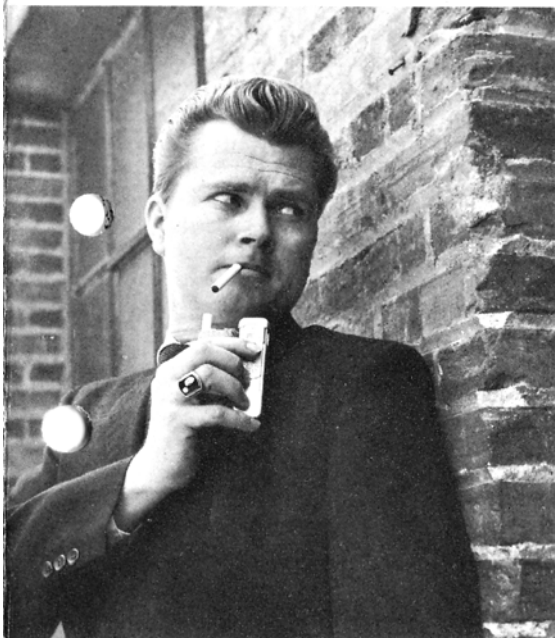
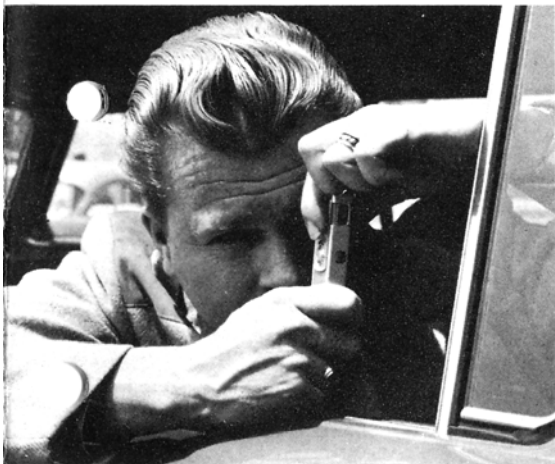
# MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

volume 3 number 1

SPRING/1960

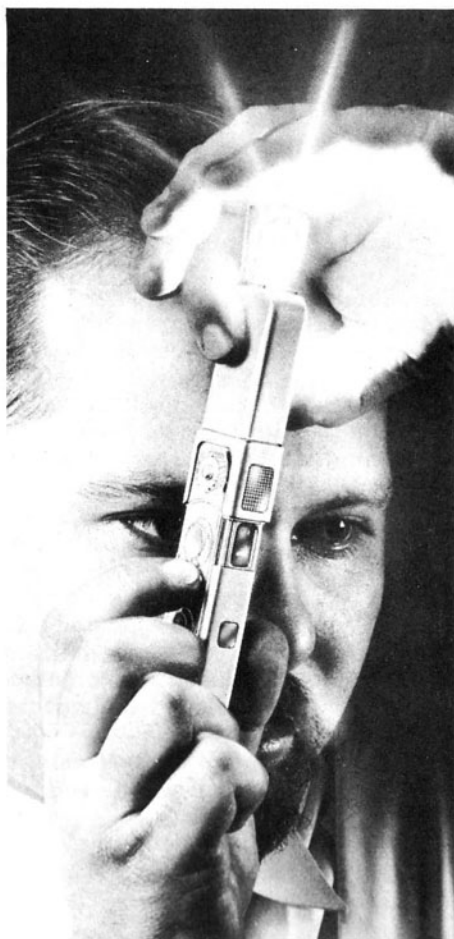
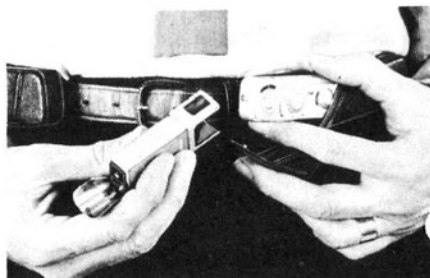
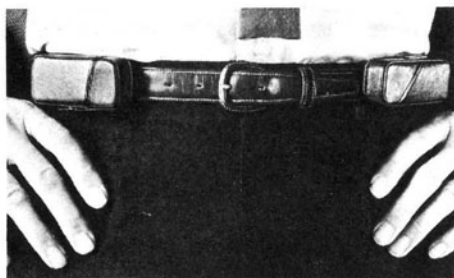
## TV SERIES FEATURES MINOX



The ultra-miniature Minox camera played an exciting rôle during the recent filming of Bill Burrud Productions "Treasure" television series. The "Treasure" series is based on actual adventurous searches for hidden, buried or lost treasures . . . and the episode featuring the Minox involved the exposure of opium traffic in San Francisco's Chinatown. The Minox was used by the cast as an aid to their undercover operations, and by newspaper men and members of the Narcotics Bureau who obtained photographic evidence without being detected.

This series will be telecast in many cities throughout the country in the near future. It is titled "Curse of the Poppy Drug," produced by and starring Leland W. Hansen. Photos by Jeanne Hansen.

## WEAR COMPLETE MINOX PHOTOGRAPHY SYSTEM ON YOUR BELT



Minoxers everywhere can now travel the city or world . . . and wear both their Minox camera **and** **flash-gun** on their belt! The development of the revolutionary new Minox B/C Flash, weighing a mere 1½ ounces, has made this possible.

The exciting new Minox B/C Flash measures just 2 x 1 x ½", but it's small only in size. It is a compact, self-contained, highly efficient unit that houses a built-in telescoping reflector . . . assuring full illumination without the need of cumbersome fan reflectors. Designed for use with tiny all-glass AG-1 "jellybean" flashbulbs, the Minox B/C Flash allows its owner to carry several dozen flashbulbs in no more space than a package of cigarettes. The B/C Flash comes complete with an attractive genuine leather belt case.

Available in models to fit all cameras, the Flash Model B attaches directly to the Minox B, the Flash Model A directly to the Minox IIIS, and the Flash Model U fits the accessory shoe of 35 mm and larger cameras by connecting to the flash nipple. All models are priced at \$19.95, including case. See this thrilling new accessory at any of the Minox dealers listed on pages 11 through 15.

## MARX'S MINOXOLOGY



Editor's Note: Joe J. Marx, President of So-Lo Marx Rubber Company of Loveland, Ohio, is one of the world's most enthusiastic Minoxers. He was first prize winner of the Pleasure Division in both the First and Second Minox Photo Contests, and is serving as a judge for the Third Contest.

The strangest places provide some of the best opportunities for unusual Minox pictures. There is nothing like having friends in high places to provide a picture like the above. The Chief of Detectives here in Key West took this shot as a special "favor."

The best shots in my experience are of people—people whom you find sitting in the park, working, shopping, at a party . . . almost everywhere. For example, on the train yesterday I spied a fat man asleep with a book under his chin. What was the title of the book? "Sleep Till Noon."

When the train came to a stop, I captured a close-up of him and, as far as I know, the gentleman is still sleeping . . . peacefully unaware that his picture was taken. That's the most wonderful thing about Minox . . . it's always with you. I could have cried if that opportunity had presented itself, and I had no camera with me.

I am on my way home to Cincinnati where our sub-Miniature Camera Society is having another meeting. This time we will have a model, and a friend, who owns a studio and studio lights, will give us a lecture and demonstration.

I strongly urge other Minox owners to get together and compare results, just as we do. Even if there are not enough of you to form an organized Minox Club, a regular informal discussion between two or three interested Minoxers can be very valuable. Making a mistake once can cost you a good picture, but it is folly to make the same mistakes over and over again—particularly when your fellow Minoxers may have an insight into your problem.

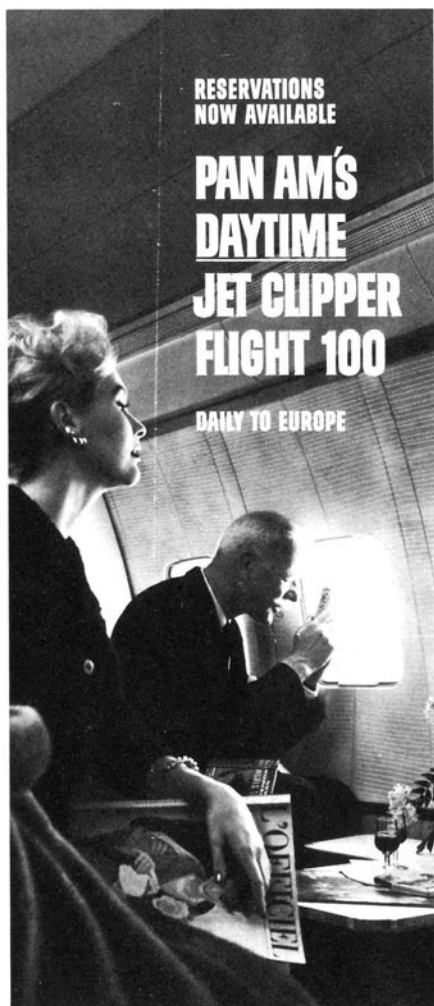
Here are seven reasons why a Minox user may fail to get results:

1. He has not read and followed instructions. This is the hardest medicine of all to take, but it is the most beneficial for those who really want success. You must know the capabilities of your camera and be well versed in its use before it is possible to take acceptable pictures.
2. Move in closer—to six feet or less on most pictures that you take.
3. Instead of trying to cover the waterfront, select one important person, thing or detail and concentrate on that.
4. Visit an art gallery or examine prize-winning pictures in the photography journals. All too many Minoxers do not grow in their knowledge and appreciation of the elements that make a good picture.
5. Read "Ultra-Miniature Photography" by Joseph Cooper and "Small Minox—Big Pictures" by Rolf Kasemeier. It is well worth

(Continued on Page 15)



## MINOX IN THE NEWS



▲ Pan American recently selected a "man with a Minox" to illustrate the sophisticated, worldly type of passenger who selects Pan Am's luxurious Jet Clipper Flight to Europe. Used as a full page newspaper ad, this was a striking advertisement that gave Minox a pat on the back as well. Photo by Chester Kronfeld, Pan Am's well-known travel photographer.

Furniture designer Lawrence Peabody of Boston captured on-the-spot candid shots of his contemporary designs for Richardson Bros. Company and Nemschoff Chairs, Inc. at a recent Chicago Furniture Show. ➡



King Frederik IX of Denmark demonstrates his Minox to his daughters, Princess Margarethe and Princess Anne-Marie, who share their father's interest in ultra-miniature photography.



## NEW HIGH SPEED MINOX FILM WILL SOON BE AVAILABLE



If you do your Minox picture-taking from dawn till dusk, and indoors without flash, you'll be delighted with the newest film being packaged by Minox in 36-exposure cassettes: KODAK PLUS-X! This amazing new film is almost as fast as Tri-X, yet it gives sharp, sparkling prints with a fine grain approaching that of ASA 25 film.

An outstanding achievement of modern film emulsion chemistry, Plus-X combines most of the important qualities demanded of an all-around film. If you have a Minox B camera, you can use Plus-X even for the most brilliant beach and snow scenes by using the neutral density filter of your camera. For other Minox cameras, the exposure in bright sunlight is 1/1000 second with the green filter.

But Plus-X shows up to best advantage under light conditions which could formerly be tackled only with grainy films. That's when its extra speed and fine grain will really surprise you!

The exposure meter setting for Plus-X packaged by Minox is 160 to 200 in daylight, or 130 to 160 in tungsten light. Since you can easily switch from one film to another with your Minox, you can always load up with the film best suited to the picture at hand.

For ultra-fine grain with maxi-

mum sharpness, and for all flash shots, use ASA 25. For extremely poor light conditions, and if grainy prints are acceptable in exceptional cases, use ultra-speed Tri-X film. And now, for all-round picture taking with high speed and fine grain, enjoy the exciting new Plus-X film! Your dealer will soon have it in stock. Ask him.

## KEEP IT CLEAN!

Your Minox was ingeniously designed to require a minimum of maintenance. Notice how completely such vital parts as the lens and viewfinder are enclosed and protected when the camera is not in use. Also, how precisely the camera body is made to exclude dust. Even the socket for the measuring chain automatically closes tight when you detach the chain!

Everything has been done to reduce the chance of dust getting into your Minox. Dust and grit are the worst enemies of a precision mechanism and of fine films. To completely protect your camera and keep it operating at top efficiency, follow these simple tips:

1. Always keep your Minox in its case when not in use.
2. Occasionally, or whenever necessary, gently clean the lens window, viewfinder lens and viewfinder eyepiece with a Q-Tip or similar soft cotton swab.
3. If you own a Minox B, remove smudges or finger prints from the exposure meter window with a soft linen handkerchief.
4. Never use liquids of any kind to clean your Minox.
5. Before inserting a fresh film cassette, blow out the film chamber

(Continued on Page 15)

## SO FAR AND YET SO NEAR



If you own a pair of good binoculars in addition to your Minox camera, you have the basic ingredients for exciting new adventures in Minox picture-taking: long-distance shooting!

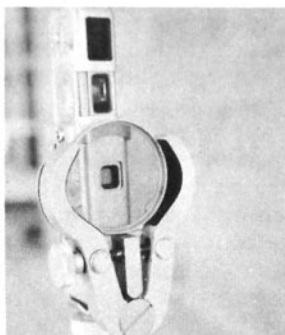
Whether it's a lion during an African safari, a racing sloop half a mile off, or the decisive putt on a tournament green . . . you can bring them close and take them home with your Minox.

The Telephoto/Binocular Clamp which connects the Minox to the binoculars is barely larger than the Minox itself, and is adjustable for oculars from 1" to 2". You simply remove one binocular eyepiece, attach the Minox and clamp flush against that ocular, and use the other eyepiece as a viewfinder and for focusing—it's as easy as that!

Compare the two photographs above which were taken from the same spot, shooting across New York's East River. The straight shot barely shows the opposite shore. However, the picture taken through an 8 x 30 binocular reveals amazing details—including the name of the vessel on the right, which is clearly legible in the actual Minox print, although the ship is almost a mile distant!

Mr. Theodore P. Afflerbach of Dayton, Ohio, also passes along a helpful tip on long-distance shooting. He writes, "With the Minox Telephoto/Binocular clamp, it becomes possible to use series 5 or 6 filters for correction (as illustrated) or for situations where the built-in filters in the Minox do not sufficiently cut down the amount of light." Mr. Afflerbach's photo clearly illustrates this usage. Incidentally, the Telephoto/Binocular clamp also attaches your Minox to any tripod.

You'll find endless new picture possibilities with your Minox for travel, sports or business use once you employ the Telephoto/Binocular clamp. Try it and see!



## BEWARE OF FILMS SUPPLIED IN RE-LOADED MINOX CASSETTES

In recent weeks, we have learned that several unscrupulous dealers and finishers were selling, or giving free, films loaded into used Minox cassettes.

Unsuspecting Minoxers who used such "bargain" films, report shorter-than-standard film lengths, fogged and scratched films, and cameras damaged by mutilated and bent cassettes.

Used and re-loaded cassettes never have the proper alignment that your precision-made Minox requires. Because of its ultra-miniature size, Minox film must be cut, spooled, and loaded with infinite care under controlled dust-free conditions. The ten separate parts of each Minox cassette must be critically aligned to assure trouble free film transport in the Minox without jamming, fogging, or scratching.

Only by using original factory-loaded Minox cassettes can you be sure of getting film which will give you the fine results of which your Minox is capable.

**Make certain that every Minox film you buy is packaged in the original factory-sealed Minox box!**

## PARDON OUR ERROR!

When we wrote about the amazing thinness of Minox shutter blades in the last issue of the Minox Memo, an extra zero somehow sneaked into the type.

Each Minox shutter blade is .04 mm thick . . . not .004 as erroneously reported. Or to get rid of the millimeter confusion, let's put it this way: 40 shutter blades are only 1/16" thick. That's pretty thin, isn't it— but it's typical of the tiny dimensions of the components of your Minox.

## TRY A NEW FINISH ON YOUR NEXT PRINTS

For variety in your Minox Photo Album (and perhaps more pleasing results to you personally), why not try a new finish on your next order of Minox prints. As you know, Minox Processing Laboratories offers a choice of three fine finishes: imported eggshell, mat white or glossy. You may find one to be more pleasing to you than the other.

The new MPL mailing bags carry a listing of all three finishes, and you need only check the one desired. Incidentally, all prints in one cartridge must be printed on the same paper. The print price is the same for all finishes.

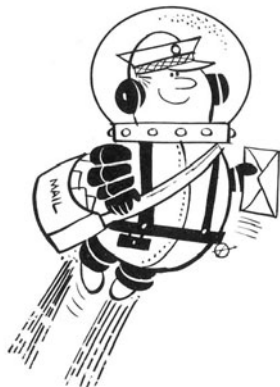
## B/C FLASH NOW USES NEW BATTERY

As owners of the original Minox B/C Flash (for M-2 flash bulbs) are probably aware, there had been some difficulty with the Mercury battery employed by this accessory. The battery manufacturer claimed difficulties with its machinery in the production of this item, and many batteries were "leakers" and lasted only a few weeks. These batteries were always replaced without charge when brought to our attention.

The manufacturer has now changed to a hand operation which they claim assures Minoxers of a dependable, long-life Mercury battery. These new batteries naturally are higher in price; however, distribution profits have been waived and the battery will retail for \$2.80—just slightly higher than the cost of the old battery. We are sure that Minoxers will be satisfied with the performance of this new battery.

Incidentally, the latest Model A, B, and U Minox flashguns must be used with Eveready #504 (or equivalent) batteries.

## MINOX PROCESSING NOW OFFERS RAPID RETURN OF PRINTS



For several years, Minox Processing Laboratories has endeavored to keep pace with its ever-increasing list of customers and, at the same time, provide quality processing with prompt service. Although efforts have been redoubled many times, because of the tremendous volume of film received from Minox dealers and Minox users—and the corresponding addition of hundreds of new accounts each month—it was difficult to keep processing flowing. A discouraging delay was sometimes the result.

In order to provide customers with the service they deserve, Minox Processing Laboratories has just completed further expansion and modernization of their facilities, and has added a considerable installation of automatic billing equipment. The following schedule will now apply which, as you can see, affords rapid return of your Minox prints. Minox Processing is pleased to offer this fast service, and invites those of you who have been disappointed in the past with the slow return of prints, to test the improved new schedule.

Your local Minox dealer will be glad to forward your processing orders to Minox Processing Laboratories for you.

Order Received	Order Returned	Order Received	Order Returned	Order Received	Order Returned
<b>MARCH</b>		<b>APRIL</b>		5/3	5/9
3/1	3/4	4/1	4/7	5/4	5/10
3/2	3/7	4/4	4/8	5/5	5/11
3/3	3/8	4/5	4/11	5/6	5/12
3/4	3/9	4/6	4/12	5/9	5/13
3/7	3/10	4/7	4/13	5/10	5/16
3/8	3/11	4/8	4/14	5/11	5/17
3/9	3/14	4/11	4/15	5/12	5/1
3/10	3/15	4/12	4/18	5/13	5/19
3/11	3/16	4/13	4/19	5/16	5/20
3/14	3/17	4/14	4/20	5/17	5/23
3/15	3/18	4/15	4/21	5/18	5/24
3/16	3/21	4/18	4/22	5/19	5/25
3/17	3/22	4/19	4/25	5/20	5/26
3/18	3/23	4/20	4/26	5/23	5/27
3/21	3/24	4/21	4/27	5/24	5/30
3/22	3/25	4/22	4/28	5/25	5/31
3/23	3/28	4/25	4/29	5/26	6/1
3/24	3/29	4/26	5/2	5/27	6/2
3/25	3/30	4/27	5/3	5/30	6/3
3/28	3/31	4/28	5/4	5/31	6/6
3/29	4/4	4/29	5/5	<b>JUNE</b>	
3/30	4/5	<b>MAY</b>		6/2	6/8
3/31	4/6	5/2	5/6	6/3	6/9

Order Received	Order Returned	Order Received	Order Returned	Order Received	Order Returned
6/6	6/10	8/15	8/19	10/24	10/28
6/7	6/13	8/16	8/22	10/25	10/31
6/8	6/14	8/17	8/23	10/26	11/1
6/9	6/15	8/18	8/24	10/27	11/2
6/10	6/16	8/19	8/25	10/28	11/3
6/13	6/17	8/22	8/26	10/31	11/4
6/14	6/20	8/23	8/29	NOVEMBER	
6/15	6/21	8/24	8/30	11/1	11/7
6/16	6/22	8/25	8/31	11/2	11/8
6/17	6/23	8/26	9/1	11/3	11/9
6/20	6/24	8/29	9/2	11/4	11/10
6/21	6/27	8/30	9/6	11/7	11/11
6/22	6/28	8/31	9/7	11/8	11/14
6/23	6/29	SEPTEMBER		11/9	11/15
6/24	6/30	9/1	9/8	11/10	11/16
6/27	7/1	9/2	9/9	11/11	11/17
6/28	7/5	9/6	9/12	11/14	11/18
6/29	7/6	9/7	9/13	11/15	11/21
6/30	7/7	9/8	9/14	11/16	11/22
JULY		9/9	9/15	11/17	11/23
7/1	7/8	9/12	9/16	11/18	11/25
7/5	7/11	9/13	9/19	11/21	11/28
7/6	7/12	9/14	9/20	11/22	11/29
7/7	7/13	9/15	9/21	11/23	11/30
7/8	7/14	9/16	9/22	11/25	12/1
7/11	7/15	9/19	9/23	11/28	12/2
7/12	7/18	9/20	9/26	11/29	12/5
7/13	7/19	9/21	9/27	11/30	12/6
7/14	7/20	9/22	9/28	DECEMBER	
7/15	7/21	9/23	9/29	12/1	12/7
7/18	7/22	9/26	9/30	12/2	12/8
7/19	7/25	9/27	10/3	12/5	12/9
7/20	7/26	9/28	10/4	12/6	12/12
7/21	7/27	9/29	10/5	12/7	12/13
7/22	7/28	9/30	10/6	12/8	12/14
7/25	7/29	OCTOBER		12/9	12/15
7/26	8/1	10/3	10/7	12/12	12/16
7/27	8/2	10/4	10/10	12/13	12/19
7/28	8/3	10/5	10/11	12/14	12/20
7/29	8/4	10/6	10/12	12/15	12/21
AUGUST		10/7	10/13	12/16	12/22
8/1	8/5	10/10	10/14	12/19	12/23
8/2	8/8	10/11	10/17	12/20	12/27
8/3	8/9	10/12	10/18	12/21	12/28
8/4	8/10	10/13	10/19	12/22	12/29
8/5	8/11	10/14	10/20	12/23	12/30
8/8	8/12	10/17	10/21	12/27	1/3/61
8/9	8/15	10/18	10/24	12/28	1/4/61
8/10	8/16	10/19	10/25	12/29	1/5/61
8/11	8/17	10/20	10/26	12/30	1/6/61
8/12	8/18	10/21	10/27	12/31	1/7/61



## Time Running Out in Third Minox Contest!



If you're an enthusiastic Minoxer, you're probably planning to enter one or more of your best Minox shots in the Third Minox Photo Contest . . . but don't put it off. The closing date of the contest is drawing near, and entries are pouring in—make sure yours is among them.

Enter as many Minox photos as you wish in either the Pleasure Division, for portraits, travel shots, family, animals, etc., or the Business Division, for commercial, industrial or business photos. Duplicate prizes will be awarded to winners of each division.

All photographs will be judged by three famed photographic experts: HUGH EDWARDS, Curator of Photographs of the Art Institute of Chicago; AL MADSEN, Photo Editor and Chief of Photography of the Chicago Tribune; and JOE J. MARX, two-time First Prize winner of the Minox Photo Contests.

Duplicate prizes will be awarded in each division as follows:

**1st Prize**—Minox B Camera PLUS a year's supply of film PLUS inscribed Minox Trophy with gold metal Minox camera symbol.

**2nd Prize**—Minox Electronic Flash with folding reflector and power pack in genuine leather case.

**3rd Prize**—Minox Slide Projector f/1.6 Minolux lens. Carrying case included.

**4th, 5th and 6th Prizes**—Minox Ad-

justable Copying Stand for copying letters, book pages, etc.

**7th, 8th, 9th and 10th Prizes**—Minox Right Angle Finder Mirror. Permits around-the-corner picture taking.

Following are the rules of the Third Minox Photo Contest:

1. Prints must be Minox photographs taken between September 1, 1959, and August 31, 1960.

2. Entries should be mailed to the Minox advertising agency, Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Third Minox Photo Contest."

3. All entries must be postmarked before midnight, August 31, 1960.

4. Print size must be  $2\frac{1}{4} \times 3\frac{1}{4}$ " or larger. Negative must be available for future prize prints.

5. Enter as many prints as you wish in one or both contest divisions.

6. Each print submitted must contain the following on the back:

a. Classification of entry—either Business or Pleasure.

b. Contestant's name, address, city.

c. Type of film used.

7. Minox photographs in the Pleasure Division will be judged on interest and artistic superiority.

8. Minox photographs in the Business Division will be judged on useful application of Minox to business or industry.

9. Prize-winning pictures become the property of Minox Processing Laboratories and must be released for publicity purposes.

10. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies, and members of their families are not eligible.

## THESE MINOX DEALERS WILL SERVE YOU BEST

ALABAMA—Birmingham	Acton's Camera Shop Bromberg and Company John's Photo Service Universal Photo Shop Calagaz Photo Supply Hal's Photo Van Antwerp Shop 21, Inc.	Precision Photo Service Ralke Co. Rowan Jewelers Royaltone Photo Semler's Silton's Bill Toth's Camera Shop Western Camera Supplies Westwood Photo Lab. Windsor Hills Camera Shop	Vine Rurac Sports Shop Yarbro Drug Co. Midwest Photo Camera Craft Sparkleton Photo Service Barber Studio	
ALASKA—Anchorage	Bert's Payless Drug Eastchester Drug Hewitt's Drug Mac's Foto Service Stewart Photo Shop Co-Op Photo Shop Schallert's Photo Shop	Madera Menlo Park Merced Millbrae Montebello Mountain View Norwalk Oakland	CONNECTICUT—Bantam Morgan's Photo and Gift Shop Bethel Photo Bridgeport Fritz and Hawley, Inc. Jay James Camera Shop Len's Camera Supplies Photo Sales Spector's, Inc. Justin Hartley Krupa Camera Shop Sturdevant's Photo Shop Fairbanks Foto Shop Todd's Camera Shop Greer's Photo Shop Greenwich Photo Supply The Photo Shop The Camera Bar Harvey and Lewis E. J. Korvette Merrill's Camera Exchange Monarch Photo Shop Rozinsky, Inc. Milford Camera Shop Leonard's Camera Exchange Davenport Photo Shop Fair Haven Camera Shop Fritz and Hawley, Inc. Harvey and Lewis Mongillo's Park Photo Co. Senior Camera Shop A. B. C. Film The Cranston Co. Camera Center Grube Camera Shop Ridgefield Photo Shop Brant's, Inc. Leon Deran Photo Shop Goldie's Camera Shop Speed's Zach's New Haven Camera Hilgert and Gough	
ARIZONA—Casa Grande	Casa Grande Photo Shop Flagstaff Nogales Phoenix	Orange Pacific Palisades Palm Springs Palo Alto Panorama City Pasadena Petaluma Redlands Redondo Beach Reseda Richmond Riverside Sacramento Salinas San Anselmo San Bernardino San Diego San Francisco	Hartford New Britain New Haven Milford Leonard's Camera Exchange Davenport Photo Shop Fair Haven Camera Shop Fritz and Hawley, Inc. Harvey and Lewis Mongillo's Park Photo Co. Senior Camera Shop A. B. C. Film The Cranston Co. Camera Center Grube Camera Shop Ridgefield Photo Shop Brant's, Inc. Leon Deran Photo Shop Goldie's Camera Shop Speed's Zach's New Haven Camera Hilgert and Gough	
ARKANSAS—Clarksville	Palace Drug Store El Dorado Fort Smith Little Rock	Palo Alto Panorama City Pasadena Petaluma Redlands Redondo Beach Reseda Richmond Riverside Sacramento Salinas San Anselmo San Bernardino San Diego San Francisco	DELAWARE—Wilmington Lincoln Camera Shop Photo Center Wilmington Camera Shop DISTRICT OF COLUMBIA—Washington Baker's Photo Supply Brenner Photo Co. Camera Mart Capital Camera Exchange Columbia Photo Supply Congressional Camera Center Conn Camera, Inc. District Camera Shop Duke Camera Shop Embassy Camera Exchange Fuller and D'Albert Penn Camera Potomac Photo Supply Ritz Camera Center Sommer's Camera Exchange Mark Weiss Camera Center Woodward and Lothrop Boca Camera Center Bradenton Clearwater Clearwater Camera Center Coral Gables Mileo Photo Shop Daytona Beach Ivy Lane Camera Shop Deland Camera Shop Delray Beach Jim Harper Cameras Eau Gallie Southern Photo Supply B and B Photo Supply Bird's Photo Center Broward Photo Service Miller's Camera Southern Film Labs, Inc. Times Photo Shop Zimmerman's Camera Shop Flamingo Camera Craft Hialeah Hollywood Walter Gray Sutliff's Camera Fair Brandon's, Inc. Brown's Camera Store Orben Pictures Riverside Camera Shop Florida Keys Photo Service Sanborn Camera Center South Florida Photo Hobby House Lauderdale-by-the-Sea Surdina Enterprises Leesburg Florida Newsreel Campfield's Burney's Photo Center Camera Corner Downtown Camera Everglades Camera Shop Gilpin's Habersin Camera Shop Len's Camera Exchange Masters Maurice Camera Shop Miami Camera and Gift Center Reynolds Photo Shop Traeger Brothers Carl's Camera Enfield's Foto Fair Imperial Camera Lincoln Lane Camera Center Photo Center N. Miami Beach Orlando Admiral Photo Supply Bowstead's Camera Shop	
CALIFORNIA—Alhambra	The Alhambra Camera Shop Camera Exchange of Alhambra Jerry's Camera Shop Anaheim Bakersfield Berkeley Beverly Hills Burbank Burlingame Carmel Compton Crescent City Delano Eureka Fairfax Fresno Glendale Hanford Hawthorne Hayward Hermosa Beach Hollywood	California Camera Alfred Dunhill of London Jordan Hime Co. Kerr's Sport Shop Photo Art Shop Bosso Camera Supplies Beaux Arts Studios Camera Craft Shop Finley Camera Supply Harris Studio and Camera Store Todd's Camera Photo Specialty Shop Swanlund's Hallmark Photo Service Hollywood Camera St op Horn Photo Shop Valley Camera Shop Ernie's Camera Shop Phototech La Moine Drug Co. B and B Camera Bosman's Camera Stores House of Cameras Otto Busler Birns and Sawyer Don's Camera Exchange Millers Camera and Art Supply Morgan Camera Shop Schaeffer Photo Supply Technophot Ray Thelan Red Fox Camera Center Laguna Photo Bill Thomas Cameras La Habra Photo La Jolla Camera Pacific Camera Store La Mesa Photo Supply Lemon Grove Camera Long Beach Mercury Photo Ward-Tallant Photo Supply Western Camera Winstead Bros. Los Altos Los Angeles American Camera Bel Air Camera Bullock's Camera Exchange of Farmers Campus Camera Shop Carl's Camera Center Chipron Stamp and Stationery The Darkroom Filmax Camera Shop Bob Gamble Griffith Camera Shop Henry's Camera Hollywood Camera Exchange House of Redchild Iwata Photographic Supply Kimura Photomart King's Camera Sid Klein, Inc. E. V. Lewis Cameras Monarch Photo Ed Morgan Camera Center B. B. Nichols, Inc. Pan Pacific Camera	San Jose San Luis Obispo San Marino San Mateo San Rafael Santa Ana Santa Barbara Santa Maria Santa Monica Santa Rosa Sherman Oaks Stockton Studio City Sunnyvale Ventura Visalia Walnut Creek Whittier Willows COLORADO—Colorado Springs Deits Bros. Camera and Gift Shop Shevemaker's Camera Shop Wiggins Studio Colorado Visual Aids Dave Cook Sporting Goods Ford Optical Gart Bros. Sporting Goods Haanstad's Camera Shop Irving's Mile High Photo Co. Skyline Camera Shop	FLORIDA—Boca Raton Bradenton Clearwater Clearwater Camera Center Coral Gables Mileo Photo Shop Daytona Beach Ivy Lane Camera Shop Deland Camera Shop Delray Beach Jim Harper Cameras Eau Gallie Southern Photo Supply B and B Photo Supply Bird's Photo Center Broward Photo Service Miller's Camera Southern Film Labs, Inc. Times Photo Shop Zimmerman's Camera Shop Flamingo Camera Craft Hialeah Hollywood Walter Gray Sutliff's Camera Fair Brandon's, Inc. Brown's Camera Store Orben Pictures Riverside Camera Shop Florida Keys Photo Service Sanborn Camera Center South Florida Photo Hobby House Lauderdale-by-the-Sea Surdina Enterprises Leesburg Florida Newsreel Campfield's Burney's Photo Center Camera Corner Downtown Camera Everglades Camera Shop Gilpin's Habersin Camera Shop Len's Camera Exchange Masters Maurice Camera Shop Miami Camera and Gift Center Reynolds Photo Shop Traeger Brothers Carl's Camera Enfield's Foto Fair Imperial Camera Lincoln Lane Camera Center Photo Center N. Miami Beach Orlando Admiral Photo Supply Bowstead's Camera Shop

## FLORIDA (Continued)

Heim Camera Stores  
Southland Hobby Shop  
Palm Beach ..... Miller and Wallace  
Ramen's Camera Shop  
Pensacola ..... Pronto Photo  
Pompano Beach ..... Photo Shop  
Riverside Beach ..... Photo Shop  
St. Petersburg ..... R. & M. Camera Shop  
Robinson's Camera Shop  
Strand Camera Shop  
Webb's City, Inc.  
Sarasota ..... Burt's Camera Shop  
Cameras, Inc.  
Norton's Camera Center  
Sebring ..... Ed Creasey  
Tallahassee ..... Tallahassee Camera Shop  
Tampa ..... Tampa Photo Supply  
West Palm Beach ..... Halley and Griffith  
Winter Haven ..... Carter's  
GEORGIA—Albany ..... Dixie Theatre Service  
Saville Jewelry, Inc.  
Atlanta ..... Ace Camera Stores  
Colonial Film & Equipment Co.  
Frye's Camera Stores  
Rich's Inc.  
Star Photo Finishing  
Wing's  
Augusta ..... N. & W. Camera Exchange  
Columbus ..... Columbus Photo Service  
Macon ..... J. B. Coke  
Savannah ..... Photocraft  
Valdosta ..... Sport Camera Shop  
HAWAII—Hilo ..... Hilo Camera Shop  
Honolulu ..... Carter's Gift Shop  
Colvin's Camera Center  
Hawaii Camera Sales Co.  
Kailani Camera Shop  
Royal Hawaiian Camera Shop  
Sandy's Camera Shop  
Stewart's Pharmacies  
Waterhouse Photo Co.  
Kahului, Maui ..... Maui Dry Goods and Grocery  
IDAHO—Boise ..... Ballon-Latimer Co.  
Idaho Camera  
Kellogg ..... Verne A. Sasa  
Lewiston ..... Tollenar's  
Pocatello ..... Hobson's Jewelry & Photo  
ILLINOIS—Aurora ..... Assell Photo Shop  
Rollins and Rice  
Bland Photo and Art  
Belleville ..... Colonial Camera Shop  
Imperial Camera  
Bloomington ..... Hawkins Studio and Camera Shop  
Fairchild Camera  
Champaign ..... Abercrombie and Fitch  
Chicago ..... Alan Stores  
Alpine Camera Co.  
Altman Camera Co.  
Baskind Jewelers  
Bass Camera Co.  
B and C Photo Service  
Bel-Park Photo  
Bolotin Camera Exchange  
Camera Exchange  
Center Camera Co.  
Central Camera Co.  
Chromatics by Jay Reed  
Color Cameras  
Consolidated Watland Bros.  
Conway Camera  
Corona Studios  
The General Camera Co.  
Herman Cameras, Inc.  
Hobby Cameras, Inc.  
Jackson Camera  
Kady Camera Co.  
Kraetz Camera  
La Salle Camera Co.  
Libby's Camera Co.  
Loop Camera Mart  
Mark's Camera  
Marshall Field  
Mercury Photo Service  
Michael's World Camera Shop  
Midwest Photo Supply Co.  
Montgomery Ward  
Morrison Camera Co.  
Norman-Willets Co.  
P-K Photo Supply  
E. J. Pollak Photo Shop  
Revers Camera  
Shutan Camera Co.  
Sopocy Photo Suppliers  
Standard Photo Supply Co.  
Triangle Camera, Inc.  
Tri-City Camera Exchange  
United Camera Co.  
Von Lengerke and Antoine  
Wolk Camera Company  
Wolk-Englewood Camera Co.  
Cicero ..... Moran's Inc.  
West End Cinema and Camera  
Decatur ..... Norm's Camera Shop  
Pile's Camera Shop  
Des Plaines ..... Photo Service, Inc.  
Egin ..... B. K. Photo Supply  
Bill's Camera Shop  
East St. Louis ..... Hoos Drug  
Evanson ..... McCoy Camera Co.  
Poe's Camera Co.  
Fairfield ..... Post's Audio Visual Service  
Glencoe ..... Glencoe Camera Shop  
Highland Park ..... Powell's Camera Mart  
Hinsdale ..... Hinsdale Camera Center  
La Grange ..... Suburban Camera Shop  
Lake Forest ..... McMaster's Pharmacy  
Martin's Drug Store  
Lansing ..... Besse Camera and Supply  
Macomb ..... Scott's Pharmacy  
Moline ..... Seaholm's  
Oak Park ..... Austin Camera Co.

Oak Park Camera  
Village Camera Co.  
..... Camera Corner  
Harvard Productions  
Park Ridge ..... Lens and Camera Shop  
Peoria ..... Peoria Camera Shop  
Rex Studio and Camera Shop  
River Forest ..... River Forest Camera Shop  
Rockford ..... Camera Craft  
The Foto Shop  
Lundgren's  
Skokie ..... Oakton Camera Shop  
Springfield ..... The Camera Shop, Inc.  
Piles Camera Shop  
Swanson's Camera Shop  
Waukegan ..... Klein's Photo Center  
Du Page Photo Company  
Wilmette ..... The Camera Shop  
Phototronic, Inc.  
Winnetka ..... Powell's Camera Mart  
Photo Art Shop  
Wood River ..... Odell Camera  
INDIANA—Anderson ..... Wiles Drug Co.  
Elkhart ..... Elkhart Camera Center  
Ray Herring Camera Shop  
Smith and Butterfield  
Evansville ..... Tri State Camera Store  
The Howard Co.  
Fort Wayne ..... Sunny Schick's  
Gary ..... Gary Camera  
Village Card and Camera  
Greencastle ..... Coan's Pharmacy  
Hammond ..... Armstrong's Jewelers  
Dave's Camera Mart  
J. W. Millikan, Inc.  
L. Ayres and Co.  
The Camera Shop  
Indianapolis ..... Hooser Photo Supply  
H. Lieber Co.  
Lincoln Jewelry Shop  
Post Photo Shop  
Trattner Camera Co.  
William Warner, Inc.  
Logansport ..... Quick Film Service  
Joe Vivian's Fotohop  
Monticello ..... Dodd's Rexall Camera Shop  
Muncie ..... Muncie Camera Shop, Inc.  
New Castle ..... H. R. Edwards Jeweler  
North Manchester ..... Mark's Drug Store  
Shelbyville ..... Mokey's  
South Bend ..... Adult Camera Shop, Inc.  
Schilling's  
Terre Haute ..... Stewart Martin's Snap Shop  
West Lafayette ..... Foster Film Service  
IOWA—Cedar Rapids ..... Morris Sanford Camera  
Elliott Camera Shop  
Des Moines ..... Gould Camera Shop  
Greenwald Drug  
Dubuque ..... Allied Camera Center  
Iowa City ..... Lind's  
Louis Drug Store  
Ottumwa ..... The Camera Co.  
Walden Photos, Inc.  
KANSAS—Concordia ..... Martin Drug Company  
Southwestern Photo Supply  
Lawrence ..... Mosser Wolf, Inc.  
Mission ..... Travel House  
Prairie Village ..... Bruce Smith Drug  
Salina ..... A-Smile-A-Minute  
Topeka ..... Wolfe's Camera and Photo  
Wellington ..... Epperson Studio and Camera Supply  
Wichita ..... Bob Gaskin's Industrial Photo Sales  
Jeff's Camera Shop  
Lawrence Photo Supply, Inc.  
Moler's Camera Clinic  
KENTUCKY—Lexington ..... Foto Center  
L. Michaels  
Joe Rosenberg  
Louisville ..... Camera Center Inc.  
Falls City Theater Equip. Co.  
W. D. Gatchell & Sons  
Kentucky Camera Shop  
Schumann Click Clinic  
Owensboro ..... Gant and Butterfield  
LOUISIANA—Alexandria ..... Newcomb Studio and Camera  
Baton Rouge ..... Bert's Camera Center  
Kadair's Camera House  
Ogden Park Drugs  
Southern Camera Service  
Stroube Photo Supply  
Miguez Studio  
Franklin ..... Griffin's Studio and Camera  
Bellamore, Inc.  
Beverly's  
Camera Inc.  
The Fox Co.  
Security Company  
Shreveport ..... Film Arbor Photo Service  
Grady's Camera Center, Inc.  
MAINE—Augusta ..... Mansur's, Inc.  
Camera Service Center  
Lewiston ..... Bicknell Photo Service  
Portland ..... Inness Photo Service  
South Portland ..... Inness Photo Service  
MARYLAND—Annapolis ..... A. N. Miller  
Atlantic Photo Supply Co.  
Baltimore ..... Baltimore Photo Supply Co.  
Berman Loan Office  
Camera Mart  
Photo Center, Inc.  
Read Drug  
Rita Camera Co.  
Service Photo Supply Co.  
Stark Films  
Zepp Photo  
Chevy Chase ..... Vicar, Inc.  
Easton ..... Hobby House  
Elkton ..... Colonial Jewelers  
Hagerstown ..... Fahrney's Photo Center

Raup Camera Center  
Silver Springs ..... Cameras, Inc.  
Haynes Camera Center  
MASSACHUSETTS—Andover ..... Look Photo Service, Inc.  
The Camera Shop  
Attleboro ..... Cor-Nix Co.  
Beverly ..... Adams Camera Exchange  
Boston ..... Barry and Epstein Jewelers  
Bromfield Camera Co.  
Central Camera Exchange  
Coppley Camera Shop  
Don Elder's  
Claus Gelotte, Inc.  
Ralph Harris Co.  
Hawes Photo Shop  
Jackson Photo Supply Co.  
Lloyd Optical Co.  
Jordan Marsh Co.  
Park Square Building Camera  
Pilgrim Jewelers  
Quality Camera Exchange  
School St. Camera Exchange  
Smith's Photographic Store  
Stone Camera Inc.  
Braintree ..... Alves Camera Center  
Brookline ..... Benner's Camera Shop  
Brookline ..... Jon Allen Camera  
Cambridge ..... Crismon Camera Exchange  
Ferranti Dege, Inc.  
Claus Gelotte, Inc.  
Slade's Photo Service  
Chestnut Hill ..... Jack Seltzer and Co., Inc.  
Chicopee ..... Chicopee Camera Center  
Zali's Photo Shop  
Clinton ..... William W. Anderson  
Fall River ..... AI's Photo Supply  
Fitchburg ..... Art Photo Supply  
Framingham ..... Pitt's Photo Shop  
Holyoke ..... D'Addario's Camera Shop  
Hudson ..... Siger's  
Hyannis ..... Colby Photo Supply  
Lawrence ..... Weiner-Chimes  
Lexington ..... Theatre Camera Shop  
Lowell ..... Maloff's  
Lynn ..... Lynn Photo Supply  
Malden ..... Davis Camera Supply  
New Bedford ..... Centre Jewelry Co.  
Converse Photo Supply  
Newton Center ..... Atwood's Camera Shop  
Northampton ..... The Tripod Shop  
Pittsfield ..... Movie Mart  
The Photo Shop  
Salem ..... Essex Camera Shop  
Somerville ..... Regent Camera Shop  
Springfield ..... Bloom's Photo Supply Inc.  
Valley Cinema  
Wareham ..... Win's Camera and Card Shop  
Wellesley ..... Hubert's Photo Supplies  
Fond's Camera Store  
West Lynn ..... The Snap Shop  
Woburn ..... McLaughlin and Dennison  
Worcester ..... Harvey and Lewis Co.  
Arthur Burton  
Wheaton, Inc.  
Worcester Photo Shoppe  
MICHIGAN—Adrian ..... Adrian Camera Shop  
Main Photo Supply  
Ann Arbor ..... Follett's Michigan Book Store  
Purchase Camera Shop  
The Quarry, Inc.  
Battle Creek ..... Krum's, Inc.  
Brent Harbor ..... Goodman and Goldbaum  
Birmingham ..... Birmingham Camera Shop  
Dearborn ..... City Camera  
Detroit ..... Acme Camera Exchange  
Alvin Camera Exchange  
Cole & Irwin Jewelers  
Davidson Brothers  
Detroit Camera Shop  
Paul Goch Photography  
Garlick Photo Supply  
Gugala Camera Shop  
Guild Camera Shop  
J. L. Hudson Co.  
Lobby Hobby  
The Photo Shop  
Pointe Camera Shop  
Seven Mile Camera Shop  
Silhouette Camera Shop  
Village Camera Shop  
Van A. D. Camera Shop  
Ferndale ..... Harry's Camera Shop  
Flint ..... I. & B. Dist.  
Grand Rapids ..... Arden's Drive-In Photo Mart  
Camera Center  
The Camera Shop  
Grosse Pointe ..... Camera Center  
Grosse Pointe Woods ..... Studio Camera Shop  
Highland Park ..... Meier Camera Shop  
Holland ..... Wade Drug Company  
Hudson ..... Klee Pharmacy  
Ironwood ..... Range Photo Service  
Jackson ..... Jackson Photo Center  
Kalamazoo ..... Crescent Studio and Camera  
Lansing ..... Lansing Camera Shop  
Linn Camera Shop, Inc.  
Van's Camera Shop, Inc.  
Van's Photo Service  
Marquette ..... Dorray Photo Finishers  
Midland ..... Community Drug  
Wright's Studio and Camera  
Monroe ..... Maedel Camera Store  
Muskegon ..... Radium Photo Service  
Plymouth ..... The Photographic Center  
Pontiac ..... The Camera Mart  
Port Huron ..... Camera Craft Gift Shop  
Royal Oak ..... Dunn's Camera and Hobby  
Saginaw ..... Camera Center  
Warren ..... The Photo Center  
Wyandotte ..... Feldman Camera Exchange  
Gail's Office Equipment

<b>MINNESOTA</b> —Duluth .....	Millard Berg's The Camera Shop Security Co., Inc. Brand's Camera Craft Century Camera Shops Dayton's Gopher Camera Jay's Cameras Leigh, Inc. National Camera Exchange Camera Craft Gift Shop	Union .....	Union Camera John J. Tobler, Inc. Burt Gale E. J. Korvette Levy's, Inc. Fulginiti Photo Shop Jack's Camera and Hobby Shop	Parke and Battersey Peckless Camera Stores Photo Center Photographic Enterprises Photographic Fair Ltd. Photo Mart Ltd. Photo Service, Inc. Popular Photo Stores, Inc. J. Posner and Sons Ritz Camera Royaltone, Inc. Sanders Camera Shop Snapshots Express Star Camera Exchange Tower Camera Exchange, Inc. Trinity Talking Machine Co. Union Camera United Camera Exchange Wall Street Camera Exchange Warman Photo Center Willoughby's Windsor Camera Exchange	
Port Huron .....	Weber and Judd Co. Keller Brothers Finn's Fisher Photo Supply Goodman's Jewelers O. N. Olsen Photographic Supplies Schuneman's Swanson's Camera Sales and Service Ed Buck's Camera Shop	East Side Espanola .....	Pike's Jewelry and Gift Shop Farmingdale Camera Shop Hobbs .....	National Photo Eastern Camera Exchange Village Camera Stores Joe Photo Stationery Rockville Camera Center Syosset Camera Whitestone	
St. Paul .....	Finch Fisher Photo Supply Goodman's Jewelers O. N. Olsen Photographic Supplies Schuneman's Swanson's Camera Sales and Service Ed Buck's Camera Shop	San Francisco .....	Jack's Camera and Hobby Shop	Whitestone	
<b>MISSISSIPPI</b> —Jackson .....	Jackson Camera Center Southwest Drug Stores	<b>NEW MEXICO</b> —Albuquerque .....	H. Cook Sporting Goods Fedway Stores Kurt's Camera Corral Pike's Jewelry and Gift Shop Farmingdale Camera Shop Hobbs .....	Minneapolis .....	National Photo Eastern Camera Exchange Village Camera Stores Joe Photo Stationery Rockville Camera Center Syosset Camera Whitestone
<b>MISSOURI</b> —Brentwood .....	Deering Pharmacy Clayton Camera Shop Smith Studio Jackson .....	<b>NEW YORK CITY &amp; LONG ISLAND</b> .....	Kurtzberg's Bronx Camera Exchange Park Camera Sterling Howard Westchester Square Camera Bedford Camera Shop Beverly Photo Boro Hall Camera Miller's Camera Exchange Paramount Photo Potter's Camera Stores Rothman Pharmacy Servel Photo Shop Sperry Camera Stores State Camera Exchange Valenti's E. J. Korvette Marvin's Mart East Northport Camera Shop Flushing Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Camera Exchange Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Labs A. C. Camera Exchange Arner Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Alijan Camera B. Altman American Camera Exchange Bernard Arkin Aron Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Box The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Land, Inc. Camera Place Camera Showcase Carlyle Camera Corp. Circle Foto City Camera Exchange Abe Cohen's Columbus Photo Supply Corp. Wm. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Fotoshop, Inc. Foto-View Gillette Camera Grand Central Camera Haber and Fink Heintz and Bolet Jaydee Camera Exchange Kenny's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotok Camera Lugene, Inc. Macy's Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minifilm Modern Photo Store Mogull's Moorman's New York Camera Exchange Olden Camera	Minneapolis .....	National Photo Eastern Camera Exchange Village Camera Stores Joe Photo Stationery Rockville Camera Center Syosset Camera Whitestone
Clayton .....	Smith Studio Jackson .....	Brooklyn .....	Westchester Square Camera Bedford Camera Shop Beverly Photo Boro Hall Camera Miller's Camera Exchange Paramount Photo Potter's Camera Stores Rothman Pharmacy Servel Photo Shop Sperry Camera Stores State Camera Exchange Valenti's E. J. Korvette Marvin's Mart East Northport Camera Shop Flushing Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Camera Exchange Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Labs A. C. Camera Exchange Arner Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Alijan Camera B. Altman American Camera Exchange Bernard Arkin Aron Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Box The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Land, Inc. Camera Place Camera Showcase Carlyle Camera Corp. Circle Foto City Camera Exchange Abe Cohen's Columbus Photo Supply Corp. Wm. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Fotoshop, Inc. Foto-View Gillette Camera Grand Central Camera Haber and Fink Heintz and Bolet Jaydee Camera Exchange Kenny's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotok Camera Lugene, Inc. Macy's Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minifilm Modern Photo Store Mogull's Moorman's New York Camera Exchange Olden Camera	Minneapolis .....	National Photo Eastern Camera Exchange Village Camera Stores Joe Photo Stationery Rockville Camera Center Syosset Camera Whitestone
Columbia .....	Smith Studio Jackson .....	Brooklyn .....	Westchester Square Camera Bedford Camera Shop Beverly Photo Boro Hall Camera Miller's Camera Exchange Paramount Photo Potter's Camera Stores Rothman Pharmacy Servel Photo Shop Sperry Camera Stores State Camera Exchange Valenti's E. J. Korvette Marvin's Mart East Northport Camera Shop Flushing Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Camera Exchange Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Labs A. C. Camera Exchange Arner Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Alijan Camera B. Altman American Camera Exchange Bernard Arkin Aron Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Box The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Land, Inc. Camera Place Camera Showcase Carlyle Camera Corp. Circle Foto City Camera Exchange Abe Cohen's Columbus Photo Supply Corp. Wm. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Fotoshop, Inc. Foto-View Gillette Camera Grand Central Camera Haber and Fink Heintz and Bolet Jaydee Camera Exchange Kenny's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotok Camera Lugene, Inc. Macy's Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minifilm Modern Photo Store Mogull's Moorman's New York Camera Exchange Olden Camera	Minneapolis .....	National Photo Eastern Camera Exchange Village Camera Stores Joe Photo Stationery Rockville Camera Center Syosset Camera Whitestone
Joplin .....	Wingo's Inc. Barnard's Crick's Camera Shop Elko Photo Products Gateway Sporting Goods Midland Camera Supply Music Mart Camera Center Harper Pharmacy, Inc. Vazi's Camera Shop Cook's Camera Shop Atlas Jewelers Co. Avenue Camera Store Bader's Erker Optical Co. Famous-Barr Co. Jefferson Camera Shop Kay's Photo and Optical Co. St. Louis Photo Supply W. Schiller and Co. Stanley Photo Service Ozark Camera Center Fan Photo Service	Carle Place .....	E. J. Korvette Marvin's Mart East Northport Camera Shop Flushing Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Camera Exchange Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Labs A. C. Camera Exchange Arner Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Alijan Camera B. Altman American Camera Exchange Bernard Arkin Aron Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Box The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Land, Inc. Camera Place Camera Showcase Carlyle Camera Corp. Circle Foto City Camera Exchange Abe Cohen's Columbus Photo Supply Corp. Wm. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Fotoshop, Inc. Foto-View Gillette Camera Grand Central Camera Haber and Fink Heintz and Bolet Jaydee Camera Exchange Kenny's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotok Camera Lugene, Inc. Macy's Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minifilm Modern Photo Store Mogull's Moorman's New York Camera Exchange Olden Camera	Minneapolis .....	National Photo Eastern Camera Exchange Village Camera Stores Joe Photo Stationery Rockville Camera Center Syosset Camera Whitestone
Kansas City .....	Barnard's Crick's Camera Shop Elko Photo Products Gateway Sporting Goods Midland Camera Supply Music Mart Camera Center Harper Pharmacy, Inc. Vazi's Camera Shop Cook's Camera Shop Atlas Jewelers Co. Avenue Camera Store Bader's Erker Optical Co. Famous-Barr Co. Jefferson Camera Shop Kay's Photo and Optical Co. St. Louis Photo Supply W. Schiller and Co. Stanley Photo Service Ozark Camera Center Fan Photo Service	Carle Place .....	E. J. Korvette Marvin's Mart East Northport Camera Shop Flushing Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Camera Exchange Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Labs A. C. Camera Exchange Arner Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Alijan Camera B. Altman American Camera Exchange Bernard Arkin Aron Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Box The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Land, Inc. Camera Place Camera Showcase Carlyle Camera Corp. Circle Foto City Camera Exchange Abe Cohen's Columbus Photo Supply Corp. Wm. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Fotoshop, Inc. Foto-View Gillette Camera Grand Central Camera Haber and Fink Heintz and Bolet Jaydee Camera Exchange Kenny's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotok Camera Lugene, Inc. Macy's Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minifilm Modern Photo Store Mogull's Moorman's New York Camera Exchange Olden Camera	Minneapolis .....	National Photo Eastern Camera Exchange Village Camera Stores Joe Photo Stationery Rockville Camera Center Syosset Camera Whitestone
Maplewood .....	Harper Pharmacy, Inc. Vazi's Camera Shop Cook's Camera Shop Atlas Jewelers Co. Avenue Camera Store Bader's Erker Optical Co. Famous-Barr Co. Jefferson Camera Shop Kay's Photo and Optical Co. St. Louis Photo Supply W. Schiller and Co. Stanley Photo Service Ozark Camera Center Fan Photo Service	Carle Place .....	E. J. Korvette Marvin's Mart East Northport Camera Shop Flushing Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Camera Exchange Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Labs A. C. Camera Exchange Arner Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Alijan Camera B. Altman American Camera Exchange Bernard Arkin Aron Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Box The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Land, Inc. Camera Place Camera Showcase Carlyle Camera Corp. Circle Foto City Camera Exchange Abe Cohen's Columbus Photo Supply Corp. Wm. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Fotoshop, Inc. Foto-View Gillette Camera Grand Central Camera Haber and Fink Heintz and Bolet Jaydee Camera Exchange Kenny's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotok Camera Lugene, Inc. Macy's Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minifilm Modern Photo Store Mogull's Moorman's New York Camera Exchange Olden Camera	Minneapolis .....	National Photo Eastern Camera Exchange Village Camera Stores Joe Photo Stationery Rockville Camera Center Syosset Camera Whitestone
St. Joseph .....	Cook's Camera Shop Atlas Jewelers Co. Avenue Camera Store Bader's Erker Optical Co. Famous-Barr Co. Jefferson Camera Shop Kay's Photo and Optical Co. St. Louis Photo Supply W. Schiller and Co. Stanley Photo Service Ozark Camera Center Fan Photo Service	Carle Place .....	E. J. Korvette Marvin's Mart East Northport Camera Shop Flushing Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Camera Exchange Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Labs A. C. Camera Exchange Arner Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Alijan Camera B. Altman American Camera Exchange Bernard Arkin Aron Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Box The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Land, Inc. Camera Place Camera Showcase Carlyle Camera Corp. Circle Foto City Camera Exchange Abe Cohen's Columbus Photo Supply Corp. Wm. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Fotoshop, Inc. Foto-View Gillette Camera Grand Central Camera Haber and Fink Heintz and Bolet Jaydee Camera Exchange Kenny's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotok Camera Lugene, Inc. Macy's Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minifilm Modern Photo Store Mogull's Moorman's New York Camera Exchange Olden Camera	Minneapolis .....	National Photo Eastern Camera Exchange Village Camera Stores Joe Photo Stationery Rockville Camera Center Syosset Camera Whitestone
St. Louis .....	Cook's Camera Shop Atlas Jewelers Co. Avenue Camera Store Bader's Erker Optical Co. Famous-Barr Co. Jefferson Camera Shop Kay's Photo and Optical Co. St. Louis Photo Supply W. Schiller and Co. Stanley Photo Service Ozark Camera Center Fan Photo Service	Carle Place .....	E. J. Korvette Marvin's Mart East Northport Camera Shop Flushing Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Camera Exchange Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Labs A. C. Camera Exchange Arner Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Alijan Camera B. Altman American Camera Exchange Bernard Arkin Aron Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Box The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Land, Inc. Camera Place Camera Showcase Carlyle Camera Corp. Circle Foto City Camera Exchange Abe Cohen's Columbus Photo Supply Corp. Wm. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Fotoshop, Inc. Foto-View Gillette Camera Grand Central Camera Haber and Fink Heintz and Bolet Jaydee Camera Exchange Kenny's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotok Camera Lugene, Inc. Macy's Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minifilm Modern Photo Store Mogull's Moorman's New York Camera Exchange Olden Camera	Minneapolis .....	National Photo Eastern Camera Exchange Village Camera Stores Joe Photo Stationery Rockville Camera Center Syosset Camera Whitestone
Springfield .....	W. Schiller and Co. Stanley Photo Service Ozark Camera Center Fan Photo Service	Carle Place .....	E. J. Korvette Marvin's Mart East Northport Camera Shop Flushing Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Camera Exchange Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Labs A. C. Camera Exchange Arner Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Alijan Camera B. Altman American Camera Exchange Bernard Arkin Aron Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Box The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Land, Inc. Camera Place Camera Showcase Carlyle Camera Corp. Circle Foto City Camera Exchange Abe Cohen's Columbus Photo Supply Corp. Wm. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Fotoshop, Inc. Foto-View Gillette Camera Grand Central Camera Haber and Fink Heintz and Bolet Jaydee Camera Exchange Kenny's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotok Camera Lugene, Inc. Macy's Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minifilm Modern Photo Store Mogull's Moorman's New York Camera Exchange Olden Camera	Minneapolis .....	National Photo Eastern Camera Exchange Village Camera Stores Joe Photo Stationery Rockville Camera Center Syosset Camera Whitestone
Washington .....	W. Schiller and Co. Stanley Photo Service Ozark Camera Center Fan Photo Service	Carle Place .....	E. J. Korvette Marvin's Mart East Northport Camera Shop Flushing Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Camera Exchange Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Labs A. C. Camera Exchange Arner Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Alijan Camera B. Altman American Camera Exchange Bernard Arkin Aron Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Box The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Land, Inc. Camera Place Camera Showcase Carlyle Camera Corp. Circle Foto City Camera Exchange Abe Cohen's Columbus Photo Supply Corp. Wm. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Fotoshop, Inc. Foto-View Gillette Camera Grand Central Camera Haber and Fink Heintz and Bolet Jaydee Camera Exchange Kenny's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotok Camera Lugene, Inc. Macy's Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minifilm Modern Photo Store Mogull's Moorman's New York Camera Exchange Olden Camera	Minneapolis .....	National Photo Eastern Camera Exchange Village Camera Stores Joe Photo Stationery Rockville Camera Center Syosset Camera Whitestone
<b>MONTANA</b> —Billings .....	Kasper's Photo Shop Farren's Village Drug Barber's, Inc. Public Drug Co. Robert's Book Store Jordus Photo Shop Miller and Paine, Inc. Carl S. Baum Calandra Camera Co. Dean's Camera Center Eastman Kodak Stores J. G. Kretschmer Hauke Rexall Drugs Gee's Gems Photo Mart, Inc. Camera Unlimited Camera Shop of Hanover Ben's Photo Shop The Camera Shop Durette Photo Co. Fotomart Eagle Photo Bethesh & Lependorf Peter's Camera Shop County Photo Service Rubin Bros. Drug The Camera House Ritz Drug Photo Co. Herbert's Camera It's Camera Time Main Camera Store Riger's Camera and Sport Shop Krafte Cameras Court House Camera Shop Levy's Sport Shop Daily Photo Schreiber's Snapshot Service Livingston Camera Mart Photo Art Company Millburn Camera Jacobson's Sport Shop The Camera Corner H. H. Ajemian Academy Camera Bamberger's Dave's Gruber Camera L. Kaltman and Sons Lee's Jewelers Midtown Camera Schaeffer Company 20th Century Photo Service College Pharmacy Michael Photo Supplies E. J. Korvette Camera and Cards Masters Halbaway's, Inc. Broadway Camera M.S.M. Company Fiskin Brothers Ridgewood Village Camera Art's Camera Shop of Summit Eastman's Teaneck Camera Hi Fi and Photo Supply	Hicksville .....	Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Labs A. C. Camera Exchange Arner Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Alijan Camera B. Altman American Camera Exchange Bernard Arkin Aron Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Box The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Land, Inc. Camera Place Camera Showcase Carlyle Camera Corp. Circle Foto City Camera Exchange Abe Cohen's Columbus Photo Supply Corp. Wm. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Fotoshop, Inc. Foto-View Gillette Camera Grand Central Camera Haber and Fink Heintz and Bolet Jaydee Camera Exchange Kenny's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotok Camera Lugene, Inc. Macy's Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minifilm Modern Photo Store Mogull's Moorman's New York Camera Exchange Olden Camera	Minneapolis .....	National Photo Eastern Camera Exchange Village Camera Stores Joe Photo Stationery Rockville Camera Center Syosset Camera Whitestone
Butte .....	Kasper's Photo Shop Farren's Village Drug Barber's, Inc. Public Drug Co. Robert's Book Store Jordus Photo Shop Miller and Paine, Inc. Carl S. Baum Calandra Camera Co. Dean's Camera Center Eastman Kodak Stores J. G. Kretschmer Hauke Rexall Drugs Gee's Gems Photo Mart, Inc. Camera Unlimited Camera Shop of Hanover Ben's Photo Shop The Camera Shop Durette Photo Co. Fotomart Eagle Photo Bethesh & Lependorf Peter's Camera Shop County Photo Service Rubin Bros. Drug The Camera House Ritz Drug Photo Co. Herbert's Camera It's Camera Time Main Camera Store Riger's Camera and Sport Shop Krafte Cameras Court House Camera Shop Levy's Sport Shop Daily Photo Schreiber's Snapshot Service Livingston Camera Mart Photo Art Company Millburn Camera Jacobson's Sport Shop The Camera Corner H. H. Ajemian Academy Camera Bamberger's Dave's Gruber Camera L. Kaltman and Sons Lee's Jewelers Midtown Camera Schaeffer Company 20th Century Photo Service College Pharmacy Michael Photo Supplies E. J. Korvette Camera and Cards Masters Halbaway's, Inc. Broadway Camera M.S.M. Company Fiskin Brothers Ridgewood Village Camera Art's Camera Shop of Summit Eastman's Teaneck Camera Hi Fi and Photo Supply	Hicksville .....	Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Labs A. C. Camera Exchange Arner Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Alijan Camera B. Altman American Camera Exchange Bernard Arkin Aron Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Box The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Land, Inc. Camera Place Camera Showcase Carlyle Camera Corp. Circle Foto City Camera Exchange Abe Cohen's Columbus Photo Supply Corp. Wm. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Fotoshop, Inc. Foto-View Gillette Camera Grand Central Camera Haber and Fink Heintz and Bolet Jaydee Camera Exchange Kenny's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotok Camera Lugene, Inc. Macy's Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minifilm Modern Photo Store Mogull's Moorman's New York Camera Exchange Olden Camera	Minneapolis .....	National Photo Eastern Camera Exchange Village Camera Stores Joe Photo Stationery Rockville Camera Center Syosset Camera Whitestone
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<b>NEBRASKA</b> —Lincoln .....	Miller and Paine, Inc. Carl S. Baum Calandra Camera Co. Dean's Camera Center Eastman Kodak Stores J. G. Kretschmer Hauke Rexall Drugs Gee's Gems Photo Mart, Inc. Camera Unlimited Camera Shop of Hanover Ben's Photo Shop The Camera Shop Durette Photo Co. Fotomart Eagle Photo Bethesh & Lependorf Peter's Camera Shop County Photo Service Rubin Bros. Drug The Camera House Ritz Drug Photo Co. Herbert's Camera It's Camera Time Main Camera Store Riger's Camera and Sport Shop Krafte Cameras Court House Camera Shop Levy's Sport Shop Daily Photo Schreiber's Snapshot Service Livingston Camera Mart				

<b>OHIO—Akron</b> .....	Airport Concessions	Bethlehem .....	Bob's Photo Shop	Memphis Photo Supply
	Akron Camera Co.		Carl's	Perel and Lowenstein
	Industrial Photo Supply	Bristol .....	Nichols Photo	Max Price Camera
	Metzger Photo Supply		Camera Shop	Camera Shop
	Photo Mart, Inc.	Broomall .....	Camera Shop	George C. Dury Company
<b>Ashtabula</b> .....	Sid's Camera Exchange	Butler .....	Hopie's	McGinnis Drug
	Ashtabula Photo Service	Camp Hill .....	E. J. Korvette	Melrose Camera Center
<b>Bellaire</b> .....	King's	Chester .....	The Photo Mart	Wright Photo
<b>Berea</b> .....	Gorman's Photo and Hobby	Clifton Heights .....	Camera Clinic	
<b>Bowling Green</b> .....	Roger Bros. Drug	Donora .....	Central Drug Store	
<b>Canton</b> .....	Adams Camera Shop	Duquesne .....	King's Jewelry	
	Hillman's	Easton .....	Easton Camera	
	The 30th St. Camera Shop		Sterling's	
<b>Cincinnati</b> .....	Alpha Cine Service	Erie .....	Duggan Rider	
	Eastern Hill Camera Co.		Erie Camera Center	
	Huber		Hoffman Camera Shop	
	Jack's Camera Center	Flourtown .....	Oak Lane Photo	
	Ohio Valley Photo	Gettysburg .....	Dave's Photo Supply	
	Provident Camera Shop	Greensburg .....	Greensburg Photo Supply	
	Shillito's		Perfection Photo Company	
<b>Cleveland</b> .....	York Camera Shop	Harrisburg .....	James Lett Company	
	Bryar Photo Supply	Hazleton .....	Penn Photo Service	
	Camera Craft		Noel Boggetti	
	The Dodd Company		Cosgrove Camera Shop	
	Hemming's Photo Supplies		Pane Photo Supply	
	Jordan's Camera Supply	Jenkintown .....	Johnstown Photo Supply	
	Lester Camera Co.		London Stores, Inc.	
	Merka Jewelry and Photo	Lancaster .....	Jaffee's	
	The Photo Shop		Richard's Photo	
	Prentice's Price Inc.	Lewistown .....	Robin Brothers	
<b>Columbus</b> .....	Reitman Camera Exchange		Brenner Photo Supply	
	Rexley Camera	Mount Union .....	Klingler Store	
	Budd and Company	Newcastle .....	King's	
	Capitol Camera Co.	New Kensington .....	Ken Kamera	
	Chick's Camera Exchange	Norristown .....	Chas. C. Shouler	
	F. and R. Lazarus Co.	Northumberland .....	Rea and Derick	
	Don McAlister Camera Co.	Philadelphia .....	M. A. Abuhove	
	Joe Modes and Company		Albern Color Remedy	
	Sabino Pharmacy		Barry's	
<b>Cuyahoga Falls</b> .....	Gerb's Pharmacy		Basco Jewelry, Inc.	
<b>Dayton</b> .....	Dayton Camera Shop		Commercial Photo Service	
	Dayton Film Supplies, Inc.		Dedaker's Camera Shop	
	Malone Camera Stores		Foto Mart	
	Rike-Kunler Co.		Oscar H. Hirt	
	Salem Camera Company		Klein and Goodman	
	South Park Photo Shop		E. J. Korvette	
<b>East Liverpool</b> .....	Don Eckert's Camera Mart		Kosmin's Camera Exchange	
<b>Elyria</b> .....	Loomis Camera		Mary Lewis Camera Shop	
	Dembar and Sons, Inc.		Joseph S. Livingston	
	Photo Mart		Malena Company	
<b>Fairborn</b> .....	Fairborn Camera Shop		M. and H. Sporting Goods	
<b>Fairview Park</b> .....	Neilon's Camera Shop		Mid City Camera Shop	
<b>Fremont</b> .....	Townsend's Melody Lane		Pearson's	
<b>Garfield Heights</b> .....	Neilon's Camera Shop		Peerless Camera Stores	
<b>Kettering</b> .....	Photo Leo, Inc.		Perfect Photo Service	
<b>Lima</b> .....	Acme Photo Supply		Photo Cine Corp.	
<b>Mansfield</b> .....	Mansfield Photo Supplies		Potter Camera Shop	
	Snyder Camera Shop		Rosenfeld Photographic Supplies	
<b>Marietta</b> .....	Marietta Office Supply		John Wansinger	
<b>Martins Ferry</b> .....	Zimmerman's		Williams, Brown and Earle	
<b>Massillon</b> .....	Massillon Camera Shop		Almore Photo Supply	
<b>Medina</b> .....	E. A. Morton Camera		Camera Exchange, Inc.	
<b>Middleton</b> .....	Davidson Camera Shop		W. J. Clapp Co.	
<b>Port Clinton</b> .....	Curt's Camera & Hobby		Foto Shop—Squirrel Hill	
	Misch Studio and Camera		Gimbel Bros., Inc.	
<b>Sandusky</b> .....	Gainesborough Studio		Joseph Horne Company	
<b>Shaker Heights</b> .....	Otto G. Graeff, Inc.		Kadet Photo Supply Co.	
<b>Tiffin</b> .....	Sayer Camera Studio		Kaufmann's	
<b>Toledo</b> .....	Baseman Photo Co.		Lebanon Camera Shop	
	Gross Photo Mart, Inc.		Peerless Camera Stores	
	Neumann Brothers		Penn Camera	
	Point Place Pharmacy		Triangle Camera	
<b>Wauseon</b> .....	Kohl and Son		Trigler and Reel	
<b>Wooster</b> .....	Snyder Camera Shop		Wolk's Kamera Exchange	
<b>Youngstown</b> .....	King's		Arrow Camera Shop	
	Photo Eye Film Corp.		Yorkville Camera Shop	
	Stanbaugh-Thompson Co.		Alton E. Bowers	
	Strauss-Hirschberg		W. F. Drehs	
	The Camera Shop		Kagen's	
<b>OKLAHOMA—Bartlesville</b> .....	Herman's Studio and Camera		Art Reagan Jeweler	
	Howard's		Seranton Photo Shop	
<b>Muskogee</b> .....	Eastman Kodak Stores		King's	
<b>Oklahoma City</b> .....	Pipkin Photo Service		Rembrandt Camera Shop	
	Reeves Camera Store		Photograph, Inc.	
<b>Tulsa</b> .....	Engler's Photo Supply		Gibson Photo Center	
	Kirkpatrick's		S. A. Meyer	
	Looboye Wholesale Jewelers		Kentel's Rexall Drug	
	Mason's Inc.		Camera Craft Photo Service	
	Rochester Photo		Boston Store	
<b>OREGON—Baker</b> .....	Levinger's Rexall Drug		Ace Hoffman Studios	
	Camera Shop		Hurjax Photo Supplies	
<b>Coos Bay</b> .....	Barrows Drug		Hoyer's	
<b>Coquille</b> .....	King's Jewelry Co.		Masters	
<b>Duquesne</b> .....	Coburn Film Shop		Bellevue Camera	
<b>Eugene</b> .....	Dot Detson's		J. E. Brennan & Co.	
	Henry Lowery Fine Cameras		Adler's Inc.	
	Willshire's		Alman's Photo Supply	
<b>Grants Pass</b> .....	Artercraft Camera Shop		Starkweather and Williams	
<b>Klamath Falls</b> .....	Leo's Camera Shop		United Camera, Inc.	
	Underwood Camera Shop		Payne Motion Pictures	
<b>Medford</b> .....	Anders Photo Shop		Yvonne's Photo	
	Brainerd Studio Camera Shop			
<b>Pendleton</b> .....	Hudson's Rogue Camera Shop			
<b>Portland</b> .....	The Town Shop			
	The Camera Mart			
	F. K. Gill Company			
	Maurice Hodge			
	Meier and Frank			
	Northwestern Drug Co.			
	Sandy's Camera Shops			
	Semler's Sporting Goods			
<b>Salem</b> .....	McEwan's Photo Shop			
	Meier & Frank Co.			
<b>Springfield</b> .....	Gerlach's Drug Store			
<b>Warren</b> .....	Columbia Photo Service			
<b>PENNSYLVANIA—Allentown</b> .....	Classic Photo Lab			
	Hess Bros.			
	George E. Phillips			
<b>Altoona</b> .....	The Camera Shop			
<b>Armstrong</b> .....	MacCallum Stores			
	W. Robert Swartz			
<b>Bala-Cynwyd</b> .....	Paramount Photo			

Clarksburg ..... Kyle and Company  
 Fairmont ..... Lipson's, Inc.  
 Huntington ..... Honaker, Inc.  
 ..... Mack and Dave's  
 ..... Ma' Del Studios  
 South Charleston ..... Cohen Drug Co.  
 Weirton ..... Carr Photo Service  
 Wheeling ..... King's  
 ..... Kirk's Photo Art Store  
 White Sulphur Springs ..... Club Photos

WISCONSIN—Appleton ..... Camera Exchange  
 ..... House of Cards and Cameras

Beloit ..... Ideal Photo  
 ..... Yagla's  
 Chippewa Falls ..... Padrat Photo Service  
 Fond Du Lac ..... Fond Du Lac Camera Center  
 Kenosha ..... Maxwell's Inc.  
 Madison ..... Meuer Photoart House  
 Milwaukee ..... Central Film Lab  
 ..... The Darkroom, Inc.  
 ..... Gimbel's  
 Herman Kurper, Inc.  
 Photoart Visual Service  
 Reimer's Photo Materials  
 Bob Sacks Camera  
 Wack Sales Co., Inc.

Racine ..... Jim's Camera Shop  
 ..... The Photo Crafts  
 ..... Wick's Photo Center  
 Shorewood ..... The Camera Center  
 Stevens Point ..... Joseph Hannon  
 Wauwatosa ..... Marshall Field  
 ..... Wauwatosa Camera  
 WYOMING—Casper ..... Bi-Rite Drug Store  
 ..... Ken's Photo  
 Sheridan ..... Rockford Studio  
 PUERTO RICO—San Juan ..... Photo Segundo, Inc.  
 Santurce ..... Rooney Photo Mart

## MINOXOLOGY (Cont'd.)

spending an evening with these two books in order to greatly broaden your knowledge and improve your picture-taking technique. I carry them with me on my trips, just to refresh myself.

6. Avoid "so what" pictures. Now I must admit that it takes some skill and experience to know in advance whether a picture is a "so what" or not. However, such pictures as average landscapes, views of buildings, sunsets and such do not produce an emotional response in the viewer. The fact that newspaper editors look for the following elements to make picture stories of exceptional reader interest should give you, the photographer, a hint as to what are **not** "so what" pictures: money, life, death (incorporating decay or obsolescence), success, youth and beauty. Remember, a picture does not always have to be happy or beautiful to be a good picture—but it must have an emotional element that will strike a responsive chord in the viewer.

7. Don't give up too easily. Be critical of your pictures, but don't let a few bad shots or an off day discourage you. With practice comes success . . . with Minox as well as with anything else!

## KEEP IT CLEAN (Cont'd.)

to remove any small film particles. (It must be a **dry blow!**)

6. Don't remove the film cassette from its black wrapper until you are ready to load your Minox. And don't discard the wrapper, but use it to protect the exposed cassette which you have taken from the camera.

7. To keep your Minox looking its best, occasionally clean the satin chrome panels on top and bottom with a soft rubber eraser.

These few simple tips will greatly prolong the years of peak performance that your Minox has been engineered to give . . . and will keep you proud of its looks.



The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



**KLING PHOTO CORPORATION**

NEW YORK 10, N. Y. • LOS ANGELES 46, CALIF.



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# MINOX MEMO

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# MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

volume 3 number 2

SUMMER/1960

## MINOXING AROUND THE WORLD



When Robert J. Goldman, President of the Photographic Society of America, and his wife made a round-the-world cruise in January, their Minox traveled right along with them, recording the strange and memorable sights of foreign lands—a few of which are shown here. Taking pictures under a great variety of lighting conditions with a minimum of preparation, Mr. Goldman brought home a wonderful record of his trip.

Of the photo at the upper left, he says, "This was taken under difficult and contrasty lighting conditions in a native market in Africa. Pictures of natives, human interest shots and any other photos of people are always the most interesting, but the hardest to take. Most people 'freeze' when a camera is pointed at them—but not when you're using a Minox. Its inconspicuous size makes it invaluable—particularly when shooting those who do not want their pictures taken."

The upper right photo was taken in the S.S. Bergensfjord's motor



launch, going ashore to one of the South Sea Islands. Mr. Goldman comments, "The helmsman at the tiller was completely unaware of the fact that his picture was being taken. I can never get over the tremendous depth of field obtained with the Minox lens, and believe this is a good example of it." The third photo was taken at the marketplace in Madeira, Portugal, where "again the light was very

(Continued on Page 19)



## LAST CHANCE TO ENTER 3RD MINOX CONTEST

The time has come to stop procrastinating and start scrutinizing in earnest all the Minox shots you've taken during the past year—in order to enter the best of them in the Third Minox Photo Contest before it closes on August 31st! Time is quickly running out . . . and you'll never win top honors unless you enter. Look through your Minox prints today . . . send in the best ones tomorrow!

The Contest has two divisions. Commercial, industrial and business photographs should be entered in the "Business" division; portraits, travel shots, family, animal, adventure shots, etc. fall under the "Pleasure" classification.

All entries will be judged by three renowned photography experts: HUGH EDWARDS, Curator of Photographs of the Art Institute of Chicago; AL MADSEN, Photo Editor and Chief of Photography of the Chicago Tribune; and JOE J. MARX, two-time First Prize winner of the Minox Photo Contests.

Duplicate prizes will be awarded winners of the "Business" and "Pleasure" divisions as follows:

1st Prize—Minox B Camera PLUS a year's supply of film PLUS inscribed Minox trophy with gold metal Minox camera symbol.

2nd Prize—Minox Electronic Flash with folding reflector and power pack in genuine leather case.

3rd Prize—Minox Slide Projector with f/1.6 Minolux lens. Carrying case included.

4th, 5th and 6th Prizes—Minox Adjustable Copying Stand for copying book pages, letters, etc.

7th, 8th, 9th and 10th Prizes—Minox Right Angle Finder Mirror. Permits around-the-corner picture taking.

Following are the rules of the Third Minox Photo Contest:

1. Prints must be Minox photographs taken between September 1, 1959, and August 31, 1960.

2. Entries should be mailed to the Minox advertising agency, Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Third Minox Photo Contest."

3. All entries must be postmarked before midnight August 31, 1960.

4. Print size must be 2¼" x 3¼" or larger. Negative must be available for future prize prints.

5. Enter as many prints as you wish in one or both contest divisions.

6. Each print submitted must contain the following on the back:

a. Classification of entry—either "Business" or "Pleasure."

b. Contestant's name, address, city.

c. Type of film used.

7. Minox photographs in the Pleasure Division will be judged on interest and artistic superiority.

8. Minox photographs in the Business Division will be judged on useful application of Minox to business or industry.

9. Prize-winning pictures become the property of Minox Processing Laboratories and must be released for publicity purposes.

10. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies, and members of their families are not eligible.



## Laughs And Lather Make Exciting Photos



Soapsuds are incredible, fascinating playthings, and any child who shares a bathtub with suds makes this discovery. The happy 3-year-old pictured here knows that all sorts of magic can be performed with big blobs of soapy lather. She discovered, during a shampoo, that well-lathered hair can be "set" in any style to help a girl choose her own hair do . . . and that soap beards and mustaches can reduce parents to peals of laughter. Incidentally, fathers and mothers can have as much fun as their offspring, recording their mirthful antics on film.

The child's bath and shampoo should be a treat, not a bore to be endured under threat of punishment, and the ideal way to accomplish this is to mix fun and pleasure into the soapsuds. Creating funny effects with well-lathered hair is the most exciting game of all, and you can capture it all with your Minox.

Whether you're an experienced photographer or an amateur Minoxer, you can enjoy the children's bath time. Keep your camera handy and loaded with the new Plus-X Pan that permits shooting indoors in available light, with or without flash, with a negligible amount of



grain in the finished prints. You'll find yourself snapping some rewarding candid . . . and remember—if at first you don't succeed very well, the subject matter will prove so tempting that you'll want to keep on trying!



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Overheard at the Waldorf-Astoria: "If all cameras were women, Minox would be the lady among them."

## FORERUNNERS OF THE



Lancaster watch camera, 1889



Photoret of 1893



Kombi of 1893

When Daguerre developed the first camera, film was unknown. Instead silvered copper plates measuring  $6\frac{1}{2}'' \times 8\frac{1}{2}''$  were used in his daguerreotype process — a size big enough to show details yet not awkward. This size plate, however, necessitated a bulky camera. Smaller plates could not be used because there was no practical method of enlargement.

Throughout most of the 19th century, the size of the camera almost invariably determined the size of the final picture. But all this was changed with the introduction of gelatin-bromide emulsion. By 1880 the gelatin dry plate was universally adopted, and in 1889 practical transparent film was put on the market by the Eastman Dry Plate & Film Company. The increased sensitivity of the new material eliminated the need for the photographer to carry a tripod, materials and equipment for sensitizing his plates, and processing equipment. He could now carry nothing but his camera.

### FIRST "MINIATURE" CAMERAS ARE BORN

As a result, a host of hand held cameras appeared on the market.

They were mostly box cameras which, in an age when the typical camera was a bellows affair supported on a tripod, were called "detective cameras" because they did not resemble a camera at all. George Eastman's Kodak detective camera of 1889 with its load of American film enabled 100 exposures to be taken simply by pressing a button, turning a knob and pulling a string.

The same year saw the introduction of a "watch camera," manufactured by James Lancaster of Birmingham, England. It was  $2\frac{1}{4}''$  in diameter and  $\frac{3}{4}''$  thick. When the stem was pressed, the front swung open and six telescoping tubes popped out to form the bellows of a miniature camera. The lens was set on the front, and a freely revolving disc with a hole in it served as a shutter.

In America in 1893 the Magic Novelty Company manufactured another camera modeled upon the pocket watch—the Photoret. About the same size as the Lancaster camera, it was loaded with a  $2''$  disc of film on which six negatives could be taken, each  $\frac{1}{2}''$  square. This appears to be the first ultra miniature with which several exposures could be made on one loading.

## ULTRA MINIATURE MINOX

The incorporation of roll film, which enabled an increased number of negatives to be taken on a single loading, was left to Alfred C. Kemper of Chicago, whose Kombi camera of 1893 was a metal box  $2\frac{1}{4}" \times 1\frac{5}{8}"$  which accepted specially spooled roll film. Each roll gave 25 negatives. The Kombi was introduced at the World's Fair of 1893 and, although it was a crude instrument, it had great success and was mass produced.

In 1903 a German manufacturer built a roll film camera into the handle of a cane. Twenty negatives measuring  $1" \times \frac{1}{2}"$  were obtained on one loading. Four extra spools were stored in the handle. The ultra miniature was now anticipated as far as film size was concerned, but since the camera was an integral part of the walking stick, it could hardly be classed as more than a novelty.

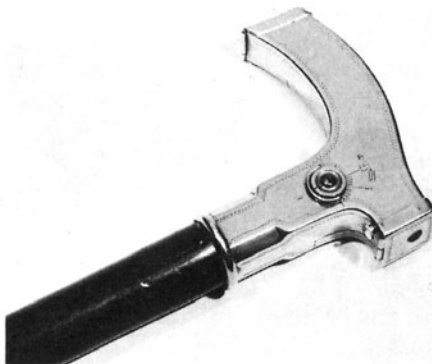
With the Expo of 1904 and its British imitation, the Ticka of 1906, the present-day ultra miniature was strikingly approached in design, function and results. Both cameras resembled watches; both were loaded with enough 17.5 mm film in cassettes to enable 25 negatives to be taken with one loading.

The watch Expo was followed by the Expo Police Camera of 1911. This was a much larger camera in the form of a box measuring  $3\frac{3}{8}" \times 2\frac{1}{2}" \times 1\frac{3}{16}"$ . The roll film was increased to 26 mm in width. The Ticka last appeared in 1908, and was replaced in the following year with the company's Ensignette, a folding roll film camera which collapsed into a size slightly smaller than the Expo Police Camera.

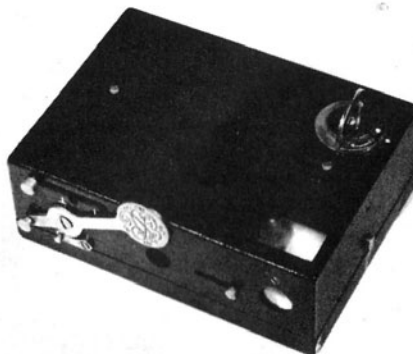
After enjoying widespread popularity, the extremely small cameras

dropped out of sight in the excitement of the development of the 35 mm. No camera used film as small as the Expo and Ticka until the advent of the Minox.

This fascinating account and the accompanying pictures were reproduced in part from an article by Beaumont Newhall in Image Magazine, an outstanding publication of the George Eastman House that features material on the history of photography of today and yesterday. Image is available at a cost of \$6.00 per year from the George Eastman House, 900 East Avenue, Rochester 7, New York.



Cane handle camera of 1903



Expo Police Camera, 1911



## THEY SELL MINOX . . . THEY SHOOT MINOX



By Fred Buchholz, Kansas City

In an effort to find out how the men who sell the Minox, rate as Minox photographers, Kling Photo Corporation, U. S. Minox distributor, recently conducted a Minox Print Contest among members of its sales staff. Prints were judged for both technical quality and pictorial content, and, in addition, each man submitted a short article on "Why I Like Taking Pictures with the Minox."

Top winner was Len Wickens of Lexington, Massachusetts, who wrote, "I have all sorts of cameras, but the Minox is the one I have the most fun with. Yes, F-U-N is the operative word with Minox . . . because my Minox is my pal, my constant companion. It's always HERE, that's why. Where's HERE, you ask? Why, that's simple—HERE is where I am at any time. It's not THERE, like the other cameras usually are when I need them most. It's HERE with me on vacation, HERE with me in the garden, HERE with me and the family, HERE with me at work all day, HERE with me in the plane, in the car, in the train, in the boat. And I never notice it. Just 3¼ ounces, slim and sleek, in my trousers pocket. It gets all the photos I want when I want them — quick as

wink. Yes, that's Minox: light as a feather, quick as a wink, always HERE, and lots of fun. No wonder you'll never catch me without it!"

Other winners were Abbott Sydney of Van Nuys, California, 2nd; Fred Buchholz, Prairie Village, Kansas, 3rd; and Richard Halpert, Los Angeles, California, 4th.

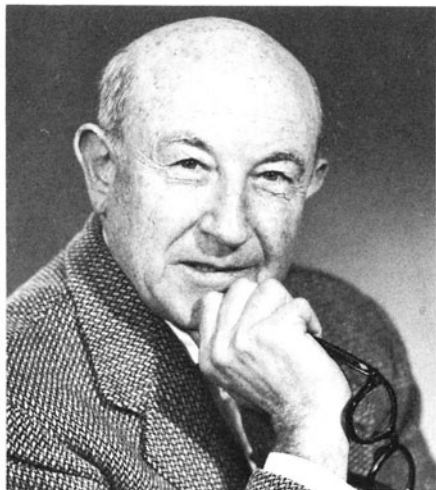


By Joe Schechtman, Detroit



By Len Wickens, Boston

## MARX'S MINOXOLOGY



Editor's Note: Joe J. Marx, President of So-Lo Marx Rubber Company of Loveland, Ohio, is one of the world's most enthusiastic Minoxers, having won first prize in the Pleasure Division in both the First and Second Minox Photo Contests. A regular contributor to the Minox Memo, Mr. Marx explains in this issue some of his tips on "How to Win a Contest."

I had never entered a contest in my life until my wife asked, "Why don't you?" . . . so I did, and I won first place in the Minox Photo Contest in 1958, and first and seventh in 1959. Now they've made me a judge, and I'm happy to pass along these hints. Help yourself to them, and I hope you win contest number three!

First, remember that the Minox contest is not one designed to invite millions of entries. There are relatively few photos submitted, so your entries have a good chance. Here are some suggestions which may be helpful to you.

1. Carefully go through all your Minox prints for which you have negatives. Show the best one to a photographer friend, as well as to two or three others whose judgment you respect. From all these opinions—and especially your own

—pick several Minox prints that you think have (a) human interest appeal, (b) some originality and (c) are clear, properly exposed and *reproducible*.

2. Now send in the print as is or, better still, "dress it up" in some way, such as mounting on cardboard, to get the attention of the judges. While quality of idea and quality of work are essential to success, your presentation is also important. A poor print won't stand a chance just because you "circus" it up, but a good picture, well presented, does make a better impression. Be straightforward . . . don't try to use tricks. Let the work itself stand out on its own merit.

3. I have met many Minox users and many more have written to me, and from all of our conversations I have come to the conclusion that few Minoxers realize the added value of enlargement. If you have your own Minox enlarger, get busy with those selected negatives. A Minox photo dealer or a member of a local camera club will help you—do not hesitate to ask. People like to give advice. If you do not have an enlarger, send your favorite prints and negatives in strip form to Minox Processing Laboratories, P. O. Box 94, Forest Hills, 75, New York, circling the number of the negative or negatives that you want enlarged. A size 8 x 10 is only \$1.25. And while you're at it, why not order two prints of each and keep one for yourself?

4. Before selecting your entries, consider the three judges and what you think this art curator, this newspaper photo editor and this previous contest winner would like. (Contest judges try hard not to let their personal preferences or prejudices in photography influence their judgment, but remember—judges are human too.)

(Continued on Page 19)

## CAUTION: WATCH THAT BLANK FILM!

Upon occasion, Minox Processing Laboratories has received letters from Minox'ers who sent in cassettes of "exposed" film but received no pictures in return. They are sure that something is wrong with their cameras, but, in reality, the cause often lies in another direction.

When Minox Processing Laboratories receives a film for processing and finds there is nothing on the roll, they return it to the customer. If the film was properly exposed, then something is wrong with the camera. Quite often, however, the truth of the matter is that a fresh box of film is opened, and one cassette is put into the camera and exposed. Upon reloading the camera, the two cassettes become switched, and the exposed film is reinserted. The unexposed film is then sent out for processing.

When the customer receives his processed film, he naturally finds no pictures, and is generally so annoyed that he doesn't use his Minox again for perhaps a month or more. Eventually he proceeds to expose the already used film (which, inasmuch as Minox film cannot be double exposed, keeps the original exposures safe), and sends it out for processing. When the film is developed and printed, the customer receives his original pictures and believes that the processing lab had been holding it for months . . . returning it only when the new roll was sent in for processing. This, of course, is not the case, and the exposures that he thought he was making have been lost.

Another cause of blank film is a relatively recent one—appearing since the introduction of the Minox B. Many Minox'ers who are new owners of the model B push the meter button instead of the shutter

release when shooting. To avoid this, be sure you hear the familiar click of the shutter before transporting the film to the next exposure number.

So take care. The next time you receive a blank strip of negatives, check these points before rushing off your camera for repair.

## MINOX CLUBS LOOKING FOR MEMBERS



Minox'ers in the Chicago area will soon have an opportunity to meet and exchange ideas with other Minox owners, thanks to Stuart Katz, 1246 Pratt Blvd., Chicago. Mr. Katz has advised us that he would like to hear from other Minox enthusiasts regarding the formation of a Chicago Minox Club for mutually helpful discussion. Minox'ers in and around Chicago who would be interested in joining may contact him at the above address or by calling his home, BR 4-4800.

New York Minox Clubs: attention! Jerome S. Kriska, 900 West End Avenue, New York, is interested in becoming a member of a Minox Club, and would appreciate hearing from an existing club relative to his joining.

The rapidly growing Boston Minox Club is always anxious to hear from Minox'ers in the Boston area who would be interested in becoming members. Contact Arthur E. Frank, 14 Linda Lane, Newton Highlands, Mass., for information.

The Minox Memo is always interested in the activities of Minox Clubs throughout the country . . .

(Continued on Page 19)

## WHAT'S GOING ON HERE?



Seymour St. John, headmaster of the Choate School in Wallingford, Connecticut, took this wonderfully alive Minox shot in Tashkent in the Soviet Union, capturing the diversity of peoples living at the crossroads of Asia. Here melted together in the land of origin of the Ameri-

can Indian are races from Central Europe to Korea, from the Arctic Circle to the Himalayas. Schools are taught in 16 different languages.

What was going on here? This particular group was intrigued by a rare sight indeed: an American headmaster having his hair cut!

## SHOOTING FROM THE HIP



Les Barry's column in the February issue of *Popular Photography Magazine* was a fascinating discussion of surreptitious shooting that could be extremely helpful to all Minox'ers. Mr. Barry had received a letter from a Cleveland Minox'er, John Cheshire, who wished to find new and better methods of capturing completely candid pictures with his newly acquired Minox.

Among the suggestions Mr. Barry offered was the use of the Minox Reflex Viewfinder (shown above at left), a mirror-prism attachment that slips onto the camera's viewfinder to permit viewing from a 90-degree angle, thus enabling you to hold your Minox in any position—at the waist, above the head, etc.—glance into the prism finder and shoot. The Minox two-lens prism viewfinder is available at \$14.95, in models to fit both the Minox B and the IIIS.

Another answer to "sneaky" shooting is through the Minox Right Angle Finder Mirror (shown above at right) a device that enables you to shoot to the right or left while facing straight ahead . . . thus permitting, in effect, around-the-corner picture taking. This is also available in models for both the Minox B and Minox IIIS, and retails for \$9.95.

It is possible, however, to keep your picture-taking actions completely disguised without the use of accessory equipment. As Mr. Barry suggested, "I have found that shoot-

ing from the hip without the aid of an accessory finder is altogether possible and practical, because of the broad fields of view provided by the ultraminiature's relatively wide-angle lenses. This takes a little practice, but if precise composition is not a question, you can work out your hip-shooting method with little difficulty. It's mostly a matter of being able to recognize your camera's field of view without having to look through the viewfinder. In other words, you should be able to tell, just by glancing at a scene, how much of it would be included in your picture if you were to take it with camera to eye.

"My method is to draw a set of imaginary lines extending from my shoulders. These lines go forward at a very slight angle for the first five feet. In other words, if I'm going to take a horizontal picture of something within five feet of me, I face the subject headon and assume that only that area within a pair of parallel lines beginning at my shoulders will be in the picture. If the subject is more than five feet away, I imagine that each of these invisible lines leaves its shoulder at something like a 30-degree angle. You can practice by extending your arms to make a 60-degree angle with yourself at the point where they meet.

"Having established the field of view, I make sure that the camera, which I hold about waist high, is perfectly level, or tilted upward to include a standing person's head or other high object. With practice, I've become quite adept at estimating angles of view, even to the extent of being able to shoot verticals from the hip. Start with horizontals, trying, at first, to simply get the subject within the picture, and narrowing down to eliminate extraneous area as you gain confidence through experience."



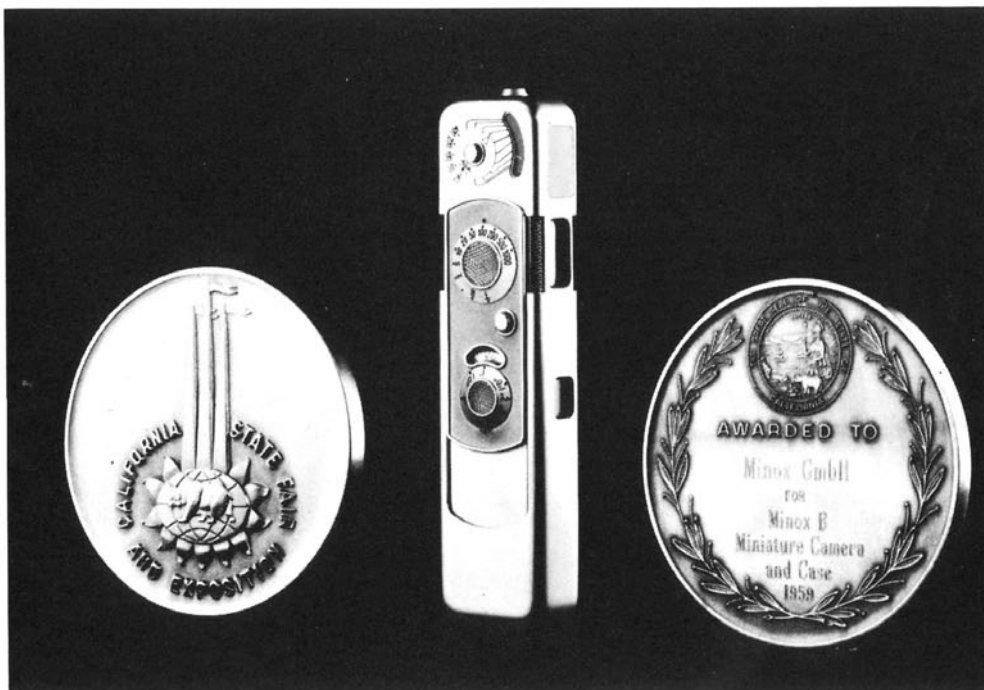
## Thank You, 50,000 Minox'ers . . . In Advance!

In a constant effort to improve our service and provide Minox owners with the facilities and equipment that they desire, we are again conducting a survey among Minox'ers everywhere.

As you may remember, the last Minox survey was made three years ago, and its results were published in the Minox Memo. At that time, the list of Minox owners interviewed totaled 1200. This year, however, we hope to get a much broader sampling by distributing the questionnaire through the pages of the Minox Memo to over 50,000 readers.

We would greatly appreciate your taking 3 or 4 minutes to fill out the postage-paid questionnaire at the left. In the event you no longer own a Minox, please mark it "DO NOT OWN" and return it to us anyway. Although we would very much like to know your occupation, it is not necessary to include your name and address if you do not so desire.

We will again publish the results of this study in a future Minox Memo . . . and thank you in advance for helping us by completing the questionnaire.



## MINOX B IS AWARDED GOLD MEDAL

Newest honor in the long list of coveted national and international awards that have been bestowed upon the ultra-miniature Minox camera is that of the California State Fair and Exposition, which

recently awarded their gold medal to the Minox B camera for excellence in design, engineering and performance. The beautiful medal, pictured above, is an impressive addition to the Minox collection.



## TRY SHOOTING IN SEQUENCE . . .



## IT'S EXCITING PHOTOGRAPHY!



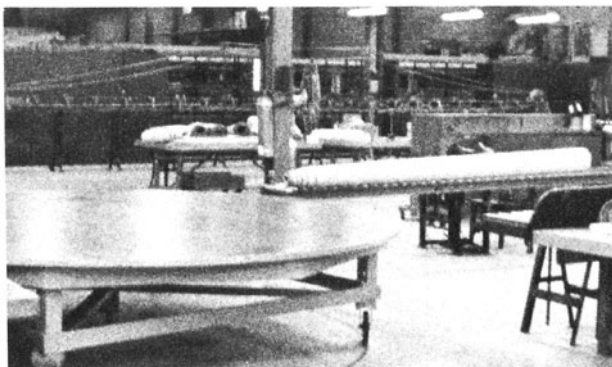
The Minox Memo has often carried stories which stated that the Minox is excellent for rapid sequence photography, but never have we been able to illustrate this use so clearly as with this wonder-



ful series of Minox photos by Milton Stark of Baltimore, Maryland.

When Mr. Stark recently visited San Francisco, he recorded the turn-around of one of the famous San Francisco cable cars in a 19-photo sequence so vivid that you can almost see the car in motion. Note how the gentleman in the first picture runs to catch the cable car, see the conductors pull the car to a stop, then watch it move slowly out of sight. If you haven't already experienced the thrill of rapid sequence photography, try it the next time you're watching your children at play, attending a baseball game, observing your wife in animated conversation or the dozens of other moments you'd like to preserve permanently in your memory.

## Store Executive Uses Minox As Note-Taker



H. R. Bloch, Jr., Vice-President of the John Shillito Company, southern Ohio's largest department store, is far from an avid pleasure snap shooter, taking pictures only when on vacation. However, in spite of this, he wouldn't think of leaving his home without his 3¼ ounce Minox camera! The reason is that 90% of his camera shots are to record things of business interest which he sees in traveling around the country, looking at other department store operations . . . and his Minox serves as a convenient pocket secretary with an infallible memory.

As a retail executive, Mr. Bloch is continually studying new selling fixtures, attractive decoration and layout of selling departments, as well as the wide variety of processing and materials handling facilities which are important to properly servicing customers. His Minox is an invaluable aid in accurately recording competitive facilities and methods which may provide food for thought in the Shillito operation.

Recently Shillito's broke ground for a new warehouse and large branch store. In the course of planning these installations, he looked at many other warehouse facilities. Most of the things he wanted to record with his Minox had to be

photographed at low light levels, about 10 to 20 foot candlepower. The same poor lighting conditions existed in stock and materials handling areas, as exemplified by the above photographs of a packing hamper and warehouse rug area, but Mr. Bloch was able to record it all without flash with his Minox loaded with Tri-X film.

He took pictures of everything that he believed could be worthwhile to Shillito's management. He then turned over the pictures either to the Building Department or to the operating executive most interested in the subject, together with a note describing what he had seen. In studying the selling areas, he followed a similar pattern, except that he normally found 30 to 4 foot candles of light which made it easier to get a picture.

Mr. Bloch explains his success with the Minox by saying, "I have little interest in developing artistic photographs, and I am wholly concerned with getting an accurate view of the details of an installation. For a long time I felt that I was lucky in getting these shots. More recently I have come to feel that the Minox engineering and simplicity deserves the credit. I find that, amateurish as I am, it is rare that I do not get 90% to 95% clear, accurate prints."



**FLORIDA (Continued)**

Lauderdale ..... Hobby House  
 Lauderdale-by-the-Sea ..... Sordina Enterprises  
 Leesburg ..... Florida Newsreel  
 Madeira Beach ..... Campfield's  
 Miami ..... Atlantic Photo Supply  
 ..... Burrey's Photo Center  
 ..... Camera Corner  
 ..... Downtown Camera  
 ..... Everglades Camera Stores  
 ..... Gilpin's  
 ..... Habersin Camera Shop  
 ..... Len's Camera Exchange  
 ..... Masters  
 ..... Maurice Camera Shop  
 ..... Miami Camera and Gift Center  
 ..... Traeger Brothers  
 Miami Beach ..... Carl's Camera  
 ..... Enfield's  
 ..... Foto Fair  
 ..... Imperial Camera  
 ..... Lincoln Lane Camera Center  
 ..... Graymor Studios  
 ..... Photo Center  
 Orlando ..... Admiral Photo Supply  
 ..... Bowstead's Camera Shop  
 ..... Heim Camera Shop  
 ..... Southland Hobby Shop  
 ..... Miller and Wallace  
 ..... Ramon's Camera Shop  
 ..... Pronto Photo  
 Pensacola ..... Park Camera  
 ..... Pinellas ..... Photo Shop  
 ..... Pompano Beach ..... Photo Shop  
 ..... Riviera Beach ..... Photo Shop  
 ..... St. Petersburg ..... R & M Camera Shop  
 ..... Robinson's Camera Shop  
 ..... Strand Camera Shop  
 ..... Webb's City, Inc.  
 Sarasota ..... Burt's Camera Shop  
 ..... Cameras, Inc.  
 ..... Norton's Camera Center  
 ..... Ed Creasey  
 Sebring ..... Tallahassee Camera Center  
 Tallahassee ..... Tampa Photo Supply  
 Tampa ..... Warrington ..... Albright and Warrington  
 Warrington ..... West Palm Beach ..... Halsey and Griffith  
 Winter Haven ..... Carter's

**GEORGIA—Albany**

Dixie Theatre Service  
 Saville Jewelry, Inc.  
 Ace Camera Stores  
 Colonial Film & Equipment Co.  
 Frye's Camera Stores  
 Hilton Cates  
 Rich's Inc.  
 Star Photo Finishing  
 Wing's  
 N. & W. Camera Exchange  
 Columbus ..... Columbus Photo Service  
 Macon ..... J. B. Coke  
 Savannah ..... Photocraft  
 Valdosta ..... Sport Center

**HAWAII—Hilo**

Hilo Camera Shop  
 Honolulu ..... Carter's Gift Shop  
 ..... Colvin's Camera Center  
 ..... Hawaii Camera Sales Co.  
 ..... Kailua Camera Shop  
 ..... Royal Hawaiian Camera Shop  
 ..... Sandy's Camera Shop  
 ..... Stewart's Pharmacies  
 ..... Waterhouse Photo Co.  
 Kahului, Maui ..... Maui Dry Goods and Grocery

**IDAHO—Boise**

Ballon-Lattimer Co.  
 Idaho Camera  
 Verne A. Sass  
 Lewiston ..... T. Ronan's  
 Pocatello ..... Hobson's Jewelry & Photo

**ILLINOIS—Aurora**

Assell Photo Shop  
 Rollins and Rice  
 Belleville ..... Bland Photo and Art  
 Berwyn ..... Colonial Camera Shop  
 ..... Imperial Camera  
 ..... Fairchild Camera  
 Chicago ..... Abercrombie and Fitch

**ALAN STORES**

Alpine Camera Co.  
 Altman Camera Co.  
 Baskind Jewelers  
 B and C Photo Service  
 Bel-Park Photo  
 Bolotin Camera Exchange  
 Camera Exchange  
 Central Camera Co.  
 Chromotopes by Jay Reed  
 Consolidated Watland Bros.

**CONWAY CAMERA**

Corona Camera  
 The General Camera Co.  
 Herman Cameras, Inc.  
 Hobby Cameras, Inc.  
 Jackson Camera  
 Kady Camera Co.  
 Kravetz Camera  
 La Salle Camera Co.  
 Libby's Camera Co.  
 Loop Camera Mart  
 Mark's Camera  
 Marshall Field  
 Mercury Photo Service  
 Michael's World Camera Shop  
 Midwest Photo Supply Co.  
 Montgomery Ward  
 Morrison Camera Co.  
 Norman-Willeto Co.  
 P-K Photo Supply  
 E. J. Pollak Photo Shop  
 Revers Camera  
 Shutan Camera Co.  
 Socopy Photo Suppliers  
 Standard Photo Supply Co.

**LOUISIANA—Alexandria**

Baton Rouge ..... Newcomb Studio and Camera  
 ..... Bert's Camera Center  
 ..... Southern Camera Service  
 ..... Stroube Photo Supply  
 Franklin ..... Miquies Studio  
 Monroe ..... Grady's Studio and Camera  
 New Orleans ..... Bellamore, Inc.  
 ..... Bennett's  
 ..... Camera Inc.  
 ..... The Post Co.  
 Shreveport ..... Security Company  
 ..... Dee's Photo Supply  
 ..... Film Arbor Photo Service  
 ..... Grady's Camera Center, Inc.

**MAINE—Augusta**

Mansur's, Inc.  
 Lewiston ..... Camera Service Center  
 Portland ..... Bicknell Photo Service  
 South Portland ..... Inness Photo Service

**MARYLAND—Annapolis**

A. N. Miller  
 Baltimore ..... Atlantic Photo Supply Co.  
 ..... Baltimore Photo Supply Co.  
 ..... Berman Loan Office  
 ..... Camera Mart  
 ..... Parkville Photo  
 ..... Photocenter, Inc.  
 ..... Ritz Camera Center  
 ..... Service Photo Supply Co.  
 ..... Stark Film  
 ..... Zepp Photo  
 Chevy Chase ..... Vicar, Inc.  
 Easton ..... Hobby House  
 Elkton ..... Colonial Jewelers  
 Hagerstown ..... Fahney's Photo Center  
 ..... Raup Camera Center  
 ..... Cameras, Inc.  
 Silver Springs ..... Haynes Camera Center

**MASSACHUSETTS—Andover**

Look Photo Service, Inc.  
 Attleboro ..... The Camera Shop  
 Beverly ..... Cor-Nix Co.  
 Boston ..... Adams Camera Exchange  
 ..... Barry and Epstein Jewelers  
 ..... Bromfield Camera Co.  
 ..... Central Camera Exchange  
 ..... Copley Camera Shop  
 ..... Don Elder's  
 ..... Claus Gelotte, Inc.  
 ..... Ralph Harris Co.  
 ..... Hawes Photo Shop  
 ..... Jackson Photo Supply Co.  
 ..... Lloyd Optical Co.  
 ..... Jordan Marsh Co.  
 ..... Park Square Building Camera  
 ..... Pilgrim Jewelers  
 ..... Quality Camera Exchange  
 ..... School St. Camera Exchange  
 ..... Smith's Photographic Service  
 ..... Stone Camera Inc.

**INDIANA—Anderson**

Odell Camera  
 Wiles Drug Co.  
 Elkhart Camera Center  
 Ray Herring Camera Shop  
 Evansville ..... Smith and Butterfield  
 ..... Tri State Camera Store  
 ..... The Howard Co.  
 Fort Wayne ..... Sunny Schick's  
 Gary ..... Gary Camera  
 ..... Village and Camera  
 ..... Coan's Pharmacy  
 Greencastle ..... Armstrong's Jewelers  
 Hammond ..... Dave's Camera Mart  
 ..... L. W. Millikan  
 ..... L. S. Ayres and Co.  
 Indianapolis ..... Cam-Art, Inc.  
 ..... The Camera Shop  
 ..... Haab Drug Co.  
 ..... Hoosier Photo Supply  
 ..... H. Lieber Co.  
 ..... Lincoln Jewelry Shop  
 ..... Post Photo Shop  
 ..... Trattner Camera Co.  
 ..... William Warner, Inc.  
 ..... Quick Film Service  
 ..... Joe Vivian's Fotoshop

**MISSOURI—St. Louis**

Dodd's Rexall Camera Shop  
 Muncie ..... Camera Shop, Inc.  
 ..... H. R. Edwards Jeweler  
 New Castle ..... Mark's Drug Store  
 North Manchester ..... Meloy's, Inc.  
 Shelbyville ..... Ault Camera Shop  
 South Bend ..... Schilling's  
 ..... Sonneborn's  
 ..... Stewart Martin's Snap Shop  
 Terre Haute ..... Foster Film Service  
 West Lafayette

**IOWA—Cedar Rapids**

Morris Sanford Camera  
 Elliott Camera Shop  
 Davenport ..... Gould Camera Shop  
 Des Moines ..... Greenwald Drug  
 ..... Allied Camera Center  
 Dubuque ..... Lind's  
 Iowa City ..... Louis Drug Store  
 Ottumwa ..... The Camera Shop  
 Waterloo ..... Walden Photos, Inc.

**KANSAS—Concordia**

Martin Drug Company  
 Dodge City ..... Southwestern Photo Supply  
 Hutchinson ..... Winstead Photo Service  
 Lawrence ..... Mosser Wolf, Inc.  
 ..... Travel House  
 Mission ..... Miller Studio  
 Pittsburg ..... Bruce Smith Drugs  
 Prairie Village ..... A-Smile-A-Minute  
 Salina ..... Wolfe's Camera and Photo  
 Topeka ..... Epperson Studio and Camera Supply  
 Wellington ..... Bob Gaskin's Industrial Photo Sales  
 Wichita ..... Jeff's Camera Shop  
 ..... Lawrence Photo Supply, Inc.  
 ..... Moler's Camera Clinic  
 ..... Rudy's Photo Supply

**KENTUCKY—Covington**

Covington Camera  
 Lexington ..... L. Michaels  
 ..... Joe Rosenberg  
 Louisville ..... Camera Center, Inc.  
 ..... Fair City Theater Equip. Co.  
 ..... W. D. Gatchell & Sons  
 ..... Kentucky Camera Shop  
 ..... Schumann Click Clinic  
 Owensboro ..... Gant and Butterfield  
 Paducah ..... Central Photo

**LOUISIANA—Alexandria**

Baton Rouge ..... Newcomb Studio and Camera  
 ..... Bert's Camera Center  
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 ..... Claus Gelotte, Inc.  
 ..... Ralph Harris Co.  
 ..... Hawes Photo Shop  
 ..... Jackson Photo Supply Co.  
 ..... Lloyd Optical Co.  
 ..... Jordan Marsh Co.  
 ..... Park Square Building Camera  
 ..... Pilgrim Jewelers  
 ..... Quality Camera Exchange  
 ..... School St. Camera Exchange  
 ..... Smith's Photographic Service  
 ..... Stone Camera Inc.

**INDIANA—Anderson**

Odell Camera  
 Wiles Drug Co.  
 Elkhart Camera Center  
 Ray Herring Camera Shop  
 Evansville ..... Smith and Butterfield  
 ..... Tri State Camera Store  
 ..... The Howard Co.  
 Fort Wayne ..... Sunny Schick's  
 Gary ..... Gary Camera  
 ..... Village and Camera  
 ..... Coan's Pharmacy  
 Greencastle ..... Armstrong's Jewelers  
 Hammond ..... Dave's Camera Mart  
 ..... L. W. Millikan  
 ..... L. S. Ayres and Co.  
 Indianapolis ..... Cam-Art, Inc.  
 ..... The Camera Shop  
 ..... Haab Drug Co.  
 ..... Hoosier Photo Supply  
 ..... H. Lieber Co.  
 ..... Lincoln Jewelry Shop  
 ..... Post Photo Shop  
 ..... Trattner Camera Co.  
 ..... William Warner, Inc.  
 ..... Quick Film Service  
 ..... Joe Vivian's Fotoshop

**MISSOURI—St. Louis**

Dodd's Rexall Camera Shop  
 Muncie ..... Camera Shop, Inc.  
 ..... H. R. Edwards Jeweler  
 New Castle ..... Mark's Drug Store  
 North Manchester ..... Meloy's, Inc.  
 Shelbyville ..... Ault Camera Shop  
 South Bend ..... Schilling's  
 ..... Sonneborn's  
 ..... Stewart Martin's Snap Shop  
 Terre Haute ..... Foster Film Service  
 West Lafayette

**IOWA—Cedar Rapids**

Morris Sanford Camera  
 Elliott Camera Shop  
 Davenport ..... Gould Camera Shop  
 Des Moines ..... Greenwald Drug  
 ..... Allied Camera Center  
 Dubuque ..... Lind's  
 Iowa City ..... Louis Drug Store  
 Ottumwa ..... The Camera Shop  
 Waterloo ..... Walden Photos, Inc.

**KANSAS—Concordia**

Martin Drug Company  
 Dodge City ..... Southwestern Photo Supply  
 Hutchinson ..... Winstead Photo Service  
 Lawrence ..... Mosser Wolf, Inc.  
 ..... Travel House  
 Mission ..... Miller Studio  
 Pittsburg ..... Bruce Smith Drugs  
 Prairie Village ..... A-Smile-A-Minute  
 Salina ..... Wolfe's Camera and Photo  
 Topeka ..... Epperson Studio and Camera Supply  
 Wellington ..... Bob Gaskin's Industrial Photo Sales  
 Wichita ..... Jeff's Camera Shop  
 ..... Lawrence Photo Supply, Inc.  
 ..... Moler's Camera Clinic  
 ..... Rudy's Photo Supply

**KENTUCKY—Covington**

Covington Camera  
 Lexington ..... L. Michaels  
 ..... Joe Rosenberg  
 Louisville ..... Camera Center, Inc.  
 ..... Fair City Theater Equip. Co.  
 ..... W. D. Gatchell & Sons  
 ..... Kentucky Camera Shop  
 ..... Schumann Click Clinic  
 Owensboro ..... Gant and Butterfield  
 Paducah ..... Central Photo

**MICHIGAN—Adrian**

Adrian Camera Shop  
 Ann Arbor ..... Follet's Michigan Book Store  
 ..... Purchase Camera Shop  
 ..... The Quarry, Inc.  
 ..... Krum's, Inc.  
 Battle Creek ..... Michigan Photo Co.  
 Bay City ..... Barnard Drug Store  
 Benton Harbor ..... Goodman and Goldbaum  
 Birmingham ..... Birmingham Camera Shop  
 Bloomfield Hills ..... Miner's  
 Dearborn ..... City Camera  
 Detroit ..... Acme Camera Exchange  
 ..... Alvin Camera Exchange  
 ..... Cole & Irwin Jewelers  
 ..... Davidson Brothers  
 ..... Detroit Camera Shop  
 ..... Paul Gach Photography  
 ..... Garrick Photo Supply  
 ..... Guggia Camera Shop  
 ..... Guild Camera Shop  
 ..... J. L. Hudson Co.  
 ..... Lachman & Co.  
 ..... Lobby Hobby  
 ..... Padover Industrial  
 ..... The Photo Shop



Pointe Camera Shop	Irvington	Krafte Camera	Carlyle Camera Corp.
Seven Mile Camera Shop	Jersey City	Court House Camera Shop	Chinatown Camera
Silhouette Camera Shop		Hudson Camera	Circle Foto
Village Camera Shop		Levy's Sport Shop	City Camera Exchange
A - D Camera Shop	Linden	Daily Photo	Alce Cohen
Harry's Camera Shop		Schreiber's Snapshot Service	Columbus Photo Supply Corp.
I & B Dist.	Livingston	Livingston Camera Mart	Wm. C. Cullen
Arden's Drive-In Photo Mart	Maplewood	Maplewood Camera	Davega's
Camera Center	Mercurville	Photo Art Camera Shop	D K Photo
The Camera Shop	Millburn	Millburn Camera	Dumont's Camera Exchange
Camera Center	Montclair	Jacobson's Sport Shop	Empire State Photo Shop
Studio Camera Shop	Moorestown	The Camera Corner	Equitable Camera and Card
Meier Camera Shop	Morrisstown	H. H. Aletman	Falco Camera
Wade Drug Company	Newark	Academy Camera	Federal Camera Exchange
Klee Pharmacy		Bamberger's	Foremost Camera Stores
Range Photo Service		Davega's	FotoShop, Inc.
Jackson Photo Center		Gruber Camera	Photo-View
Crescent Studio and Camera		L. Kaltman and Sons	Gillette Camera
Marion Studio and Camera		Lee's Jewelers	Grand Central Camera
Lansing Camera Shop		Midtown Camera	Haber and Fink
Linn Camera Shop, Inc.		Schaeffer Camera	Heins and Bolo
Van's Camera Shop, Inc.		20th Century Photo	Heint Photo
Van's Photo Service		College Pharmacy	Jaydee Camera Exchange
Dorray Photo Finishers	New Brunswick	Michael Photo Supplies	Kenny's Camera
Community Drug	Newton	E. J. Korvette	Kent Luggage
Wright's Studio and Camera	North Brunswick	Nutley Camera Cards	Klein's
Maedel Camera Store	Paramus	Masters	E. J. Korvette
Radium Photo Service	Paterson	Hathaway's, Inc.	Lexington Camera
The Camera Shop	Perth Amboy	Broadway Photo	Lotoch Camera
The Photographic Center	Princeton	M.S.M. Company	Lugene, Inc.
The Camera Mart	Princeton	Fishkin Brothers	Macy's
Camera Craft Gift Shop	Ridgewood	Princeton University Store	Madison Camera Co.
Dunn's Camera and Hobby	South Orange	Village Camera	Marvin's Camera
Camera Center	Summit	Art's Camera Shop of Summit	Masters
The Photo Center		Teaneck Camera	Medo
Feldman Camera Exchange		Hi Fi and Photo Supply	Merit Photo Shop
Gail's Office Equipment		Brother's Camera Center	Metro Photo, Inc.
Millard Berg's		Union Camera	E. B. Meyowitz
The Kamera Shop		John J. Tobler, Inc.	Midtown Camera Exchange
Security Co., Inc.		Burt Gale	Midway Camera Exchange
Brand's Camera Card		E. J. Korvette	Miniature Photo Lab
Century Camera Shops		West New York's, Inc.	Minitim
Dayton's		Fulginetti Photo Shop	Modern Photo Store
Gopher Camera		Woodbury	Mogall
Jay's Cameras		Jack's Camera and Hobby Shop	Moormand's
Leigh, Inc.			New York Camera Exchange
National Camera Exchange			Par Camer
Camera Craft Gift Shop			Parker and Battersby
Weber and Judd Co.			Peelers Camera Store
Keller Brothers			Photo Center
Fine Cameras			Photographic Enterprise
Finn's			Photographic Fair Ltd.
Fisher Photo Supply			Photo Mart Ltd.
Goodman's Jewelers			Photo Service, Inc.
Gregory's Ramp Camera Shop			Popular Photo Stores, Inc.
O. N. Olsen Photographic Supplies			J. Posner and Sons
Schuneman's			Ritz Camera
Swanson's Camera Sales and Service			Royaltone, Inc.
Ed Buck's Camera Shop			Sanders Camera Shop
Winona			Snapshot Stores
MISSISSIPPI—Jackson			Star Camera Exchange
Jackson Camera Center			Tower Camera Exchange, Inc.
Southwest Drug Stores			Trinity Talking Machine Co.
Deering Pharmacy			United Camera Exchange
Clayton Camera Shop			Wall Street Camera Exchange
Smith Studio			Warman Photo Service
H. A. Eleke			Willoughby's
Wingo's Inc.			Windor Camera Exchange
Barnard's			Minola
Crick's Camera Shop			National Photo
Elko Photo Products			Port Washington
Gateway Sporting Goods			Queens Village
Midland Camera Supply			Richmond Hill
Music Mart Camera Center			Rockville Center
Harper Pharmacy, Inc.			Southampton
Vari's Camera Shop			Stony Brook
Cook's Camera Shop			Syosset
Atlas Jewelers Co.			West Hempstead
Avenue Camera Shop			Whitestone
Bader's			NEW YORK STATE
Erker Optical Co.			Albany
Famous-Barr Co.			Albany Camera Shop
Jefferson Camera Co.			Alexander's Photo Store
Kay's Photo and Optical Co.			Berns Camera Store
W. Schiller and Co.			L. F. Hamlin, Inc.
Stanley Photo Service			Stickleby-Silver, Inc.
Ozarks Camera Center			Tuthill's
Phan Photo Service			Bronxville
Washington			Bronxville Camera Shop
MONTANA—Billings			ABC Photo Supply
Kasper's Photo Shop			Buffalo Photo Materials
Barber's			Delaware Camera Mart
Robert's Book Store			Filmart
Jorud Photo Shop			Haefer Photo
NEBRASKA—Lincoln			Lafayette Camera Store
Miller and Paine, Inc.			Maurer's Photo Supply
Carl S. Baum			Plaza Camera Shop
Calandra Camera Co.			E. Rech Photo Supply
Dean's Camera Center			United Projector and Film Corp.
J. G. Kretschmer			University Camera Center
Hanke Rexall Drug			B and C Photo Supply
NEVADA—Las Vegas			Wells Photo Supplies
Geo's Gems			Elmsford
Photo Mart, Inc.			Glens Falls, Inc.
Camera Unlimited			Harrison
NEW HAMPSHIRE—Hanover			Haverstraw
Camera Shop of Hanover			Hornell
Ben's Photo Shop			Ithaca
The Camera Shop			Jamestown
Durette Photo Co.			Larchmont
Fotomar			Little Falls
Photo Center			Lockport
Eagle Photo			Manamora
NEW JERSEY—Atlantic City			Mount Kisco
Betash & Lendoroff			Mount Vernon
Peters Camera Shop			Newburgh
P. J. R. Photo Center			
County Photo Service			
Rubin Bros. Drug			
The Camera House			
Ritz Drug Photo Co.			
Herbert's Camera			



New Rochelle	Camera Craft Stores	Middleton	Davidson Camera Shop	Pittsburgh	Almore Photo Supply
Niagara Falls	Lindsay Photo Service	Port Clinton	Curt's Camera & Hobby		Camera Exchange, Inc.
Nyack	Nyack Camera		Misch Studio and Camera		W. J. Clapper Co.
Olean	F. R. Brothers	Sandusky	Gainesborough Studio		Foto Shop—Squirrel Hill
Oneonta	The Camera Center	Shaker Heights	Otto G. Graeff, Inc.		Gimbel Bros., Inc.
Poughkeepsie	Brackett's	Tiffin	Sayer Camera Studio		Joseph Horne Company
	Arax Photo Supply Co.	Toledo	Baehren Photo Co.		Kadet Photo Supply Co.
Rochester	State Studio and Camera Shop		Gross Photo Mart, Inc.		Kaufmann's
	Hahn Photo Center		Neumann Brothers		Lebanon Camera Shop
	Le Beau Photo Shop		Point Place Pharmacy		Peerless Camera Stores
	Sibley's		Toledo Camera Shop		Penn Camera
Rome	Smith-Surrey, Inc.	Wauseon	Kolb and Son		Triangle Camera
	M and S Photo Supply, Inc.	Wooster	Snyder Camera Shop		Trigger and Reel
Scarsdale	E. J. Korvette	Youngstown	King's		Wolk's Kamera Exchange
	Scarsdale Camera Shop		Photo Eye Film Corp.		Arrow Camera Shop
Schenectady	Berna Camera Store		Stanbaugh-Thompson Co.		Yorkville Camera Shop
	Camera Jewellers		Strauss-Hirschberg		Alton E. Bowers
	Nate Heller	Zanesville	The Camera Shop		W. F. Drehs
	J. T. and D. B. Lyon		OKLAHOMA—Bartlesville		Kagen's
	Reich's Photo		Herman's Studio and Camera		Scranton Photo Shop
Syracuse	Camera Center		Hankin's Studio		Sharon
	Edwards Dept. Store		Howard's		Rembrandt Camera Shop
	Francis Hendrick Co.		Dee's Photo Supply		Photograph, Inc.
	Kamera Kraft		Eastman Kodak Stores		Gibson Photo Center
	Lindemer's		Pipkin Photo Service		S. A. Meyer
	Wainwright Photo Service		Reeves Camera Store		Boston Store
Tarrytown	Wilson's Leading Jewelers		Engler's Photo Supply		Ace Hoffman Studios
Troy	Tarrytown Camera Shop		Kirkpatrick's		Hurjax Photo Supplies
Utica	Troy Camera		Looboley Wholesale Jewelers		Hoyer's
	E. A. Hahn Camera Shop		Mason's		Masters
	Tracy Camera		Rochester Photo		Sweigart's Photo Service
Watertown	Severance Photo, Inc.		Levinger's Rexall Drug		RHODE ISLAND—Newport
Wellsville	Stoll's		Camera Shop		Bellevue Camera
White Plains	The Camera Center		Coquelle		Apex Inc.
	The Camera Shop		King's Jewelry Co.		J. E. Brennan & Co.
	Colortone Camera		Colburn Film Shop		Adler's Inc.
Williamsville	Amherst Camera Shop		Dot Dotson's		Alma's Photo Supply
Yonkers	Klein's		Henry Lowery Fine Cameras		Metropolitan Photo Supply
	NORTH CAROLINA—Albemarle		Wiltshire's		Starkweather and Williams
	Starnes Jewelry		Artercraft Camera Shop		United Camera, Inc.
	Ball Photo Supply		Klamath Falls		Payne Motion Picture Services
	Camera House		Underwood Camera Shop		Yvonne's Photo
	Nations Photo Supply		Medford		SOUTH CAROLINA—Charleston
Burlington	Camera Corner		Anders Photo Shop		Norvell's Camera Exchange
Charlotte	Simpson Photo Service		Braun Studio Camera Shop		Carolina Camera Shop
	Holly Smith		Hudson's Rogue Camera Shop		Palmetto Pictures, Inc.
	W. I. Van Ness and Company		Pendleton		Simpson Photo
Fayetteville	Tyler News & Camera Shop		Portland		Bryan's Photographic
Greensboro	Carolina Camera Center		The Camera Mart		Gamble's
Raleigh	Capital Camera Shop		J. K. Gill Company		Photo Art Center
	King Photo Supply		Maurice Hodge		Harold's Photography
Shelby	Harold A. Elliott Jewelers		Meier and Frank		Bill Pay's Camera Stores
Winston-Salem	Becock-Stroud		Northwestern Drug Co.		Camera and Craft
	Murphy's Camera Center		Sandy's Camera Shops		T. H. Payne Company
	Osborn Studio		Semler's Sporting Goods		Violet Camera
NORTH DAKOTA—Dickinson	Epko Film Service		McEwan's Photo Shop		Myers Camera Store
Fargo	Ness Epko, Inc.		Meier & Frank Co.		Snap Shops Inc.
Grand Forks	Reus's Minot Cameras		Springfield		Bob's Camera Store
Minot	Strauss Brothers		Gerlach's Drug Store		Ed's Camera Shop
	OHIO—Akron		Columbia Photo Service		Sam Haynes Photo Shop
	Airport Concessions		PENNSYLVANIA—Allentown		Hunt's
	Akron Camera Co.		Classic Photo Lab		Julius Lewis Inc.
	Industrial Photo Supply		Hess Bros.		Memphis Photo Shop
	Metzger Photo Supply		K. Photo Service		W. L. Pankey
	M. O'Neil Co.		George E. Phillips		Perel and Lowenstein
	Photo Mart, Inc.		Altoona		Max Price Camera
	Sid's Camera Exchange		Ardmore		Cameras Shop
Ashtabula	Ashtabula Photo Service		Bala-Cynwyd		George C. Dury Company
Bellaire	King's		Bethlehem		McGinnis Drug
Berna	Gorman's Photo and Hobby				Melrose Camera Center
Bowling Green	Roger Bros. Drug		Bristol		TEXAS—Abilene
Canton	Adams Camera Shop		Camp Hill		Austin Camera Shop
	Hillman's		Chester		Busch and Sons of Texas
	The 30th St. Camera Shop		Clifton Heights		Hertner's Camera Store
Cincinnati	Alpha Cine Service		Donora		Conolly Drugs
	Eastern Hill Camera Co.		Duquesne		Austin Photo Supplies
	Huber		Easton		Ellison Photo Company
	Jack's Camera Center		Erie		Studman Photo Service
	Ohio Valley Photo				Majestic Photo Finisher
	Provident Camera Shop		Gettysburg		Miller Camera Co.
	Shillito's		Greensburg		Brownville
Cleveland	York Camera Shop		Harrisburg		Cull's Camera
	Bryar Photo Supply				Goltzman Luggage and Camer
	Camera Craft				Taylor Bro.
	The Dodd Company				Dobbs House Inc.
	Hemming's Photo Supplies				Lone Star Camera
	Jordan's Camera Supply				Longhorn Camera
	Lester Camera Co.				Marlow's
	Merka Jewelry and Photo				Neiman Marcus
	The Photo Shop				Pete's Photo Shop
	Premble's Price Inc.				Super Tex Camera Store
	Reitman Camera Exchange				Village Camera Shop
Columbus	Bexley Camera				Wynnewood Camera
	Buick and Company				Riley's Drug Store
	Capitol Camera Co.				Camera House
	Chick's Camera Exchange				Desert Art Shop
	F. and R. Lazarus Co.				El Paso Sporting Goods
	Don McAlister Camera Co.				Frank E. Myers Co.
	Joe Modes and Company				Patterson's
	Sabino Pharmacy				Popular Dry Goods
Cuyahoga Falls	Getz's Pharmacy				The Camera Shop
Dayton	Dayton Camera Shop				Fort Worth Photo Supply
	Dayton Film Supplies, Inc.				Goldstein Brothers
	Malone Camera Stores				Seymour's Photo Center
	Rike-Kunler Co.				Stripling's
	Salem Camera Company				Henry's Book Store
	South Park Photo Shop				Carroll Camera Co.
East Liverpool	Burick's				Dugan Drug
	Don Eckert's Camera Mart				Foley Bros. Dry Goods
Elyria	Loomis Camera				Houston Photo Supply, Inc.
Euclid	Denshar and Sons, Inc.				John's
	Photo Mart				George Lange and Co.
Fairborn	Fairborn Camera Shop				Oshman Outdoor Stores
Fairview Park	Neilson's Camera Shop				P. S. Photo Shop
Fremont	Townsend's Melody Lane				Sharp Camera Co.
Garfield Heights	Neilson's Camera Shop				Southwestern Camera
Kettering	Photo Leo, Inc.				Star Electric and Engineering Co.
Lima	Acme Photo Supply				Texas Photo Supply Co.
Mansfield	Mack Camera Store				Weingarten's
	Mansfield Photo Supplies				Camera Shop
	Snyder Camera Shop				Lubbock
Marietta	Marietta Office Supply				Sound Photo Sales Co.
Martins Ferry	Zimmerman's				Cavanaugh-Peden Drug
Massillon	Massillon Camera Shop				Britton's
Medina	E. A. Morton Camera				

Midland ..... Midland Camera Shop  
 New Braunfels ..... Seidel Studios Camera Shop  
 Odessa ..... Odessa Camera Center  
 Pasadena ..... Skylark Camera Co.  
 Port Arthur ..... Spooner's Photo Shop  
 San Antonio ..... King's Jewelers  
 ..... Dot's Photo  
 ..... The Fox Company  
 ..... Studer's  
 Tenaha ..... Bill Hayden's Shop  
 Texarkana ..... Martin Peterson Studio and Camera  
 ..... Sterling Studio and Camera  
 Texas City ..... King's Jewelers  
 Wichita Falls ..... Dolcater's Camera

UTAH—Logan ..... Cardon Jewelry  
 Ogden ..... Allen Inkley, Inc.  
 ..... Sports Shop  
 Provo ..... Allen's Photo Supply  
 Salt Lake City ..... Allen's Photo Supply  
 ..... Maurice Anderson Men's Shop  
 ..... Auerbach's Camera Shop  
 ..... Deseret Book Co.  
 ..... Ecker's  
 ..... Shipley's  
 ..... Standard Optical Co.  
 ..... Zink's

VERMONT—Burlington ..... Camera Shop

VIRGINIA—Bristol ..... Kelly and Green  
 Charlottesville ..... Cary's Camera Shop  
 Fredericksburg ..... A. Wilson Embrey  
 Norfolk ..... Campbell's Camera Center  
 ..... Macdon's Camera Shop  
 ..... Mason Camera Center  
 Richmond ..... Galecki Photo Center  
 ..... Old Dominion Camera Shop  
 ..... Thalheimer's  
 Roanoke ..... Ewald Clark, Inc.  
 ..... Roanoke Photo Finishing

WASHINGTON—Bellingham ..... Bon Marche  
 Bremerton ..... Bremerton Photo Supply  
 Clarkston ..... Wassen's Inc.  
 Everett ..... Alley's Camera Shop  
 ..... Benson Camera Supply  
 ..... Colman Pharmacy  
 ..... Wilson Thorne Inc.  
 Kirkland ..... Kloster's Camera Shop  
 Lynnwood ..... Bon Marche  
 ..... Cleyde's Camera Stores  
 ..... Coleman's Kodak Supplies  
 ..... Frederick and Nelson  
 ..... Glazer's Camera Supply  
 ..... Littler, Inc.  
 ..... Magnolia Stationery  
 ..... Olympic Camera Center  
 ..... Skips Burien Camera Shop  
 ..... Tally's Camera Supply  
 ..... Warshall's Sporting Goods

Spokane ..... Bon Marche  
 ..... Lee's Camera Shop  
 ..... Mandell's Credit Jewelry  
 ..... Spokane Dry Goods  
 ..... Wilro's Camera Shop  
 Tacoma ..... Camera Shop  
 ..... Harold Meyer Camera  
 ..... Richard's Camera Inc.  
 Walla Walla ..... Tallman Drug Store  
 Yakima ..... Anderson's Camera  
 ..... Cliff Miller Camera Shop  
 ..... King Photo Supply

WEST VIRGINIA—Beckley ..... The Gun Store  
 Charleston ..... Mann Jewelers  
 ..... Merrill Photo Supply  
 ..... S. Spencer Moore Co.  
 Clarksburg ..... Kyle and Company  
 Elkins ..... Neales Drug  
 Fairmont ..... Lipson's, Inc.  
 Huntington ..... Hemaker, Inc.  
 ..... Mack and Dave's  
 ..... Ma' Del Studios

South Charleston ..... Cohen Drug Co.  
 Weirton ..... Carr Photo Service  
 Wheeling ..... Bernie Glenn's  
 ..... King's  
 ..... Kirk's Photo Art Store  
 White Sulphur Springs ..... Club Photos

WISCONSIN—Appleton ..... Camera Exchange  
 ..... House of Cards and Cameras  
 ..... Ideal Photo  
 ..... Yagla's  
 Chippewa Falls ..... Padratt Photo Service  
 ..... Fond Du Lac Camera Center  
 ..... Maxwell's Inc.  
 Kenosha ..... Meuer Photoart House  
 Madison ..... Central Film Lab  
 Milwaukee ..... The Darkroom, Inc.  
 ..... Gimbel's  
 ..... Krown Camera Co.  
 ..... Herman Kupper, Inc.  
 ..... Photoart Visual Service  
 ..... Reimer's Photo Materials  
 ..... Bob Sacks Camera  
 ..... Wack Sales Co., Inc.  
 Racine ..... Jim's Camera Shop  
 ..... The Photo Crafts  
 ..... Wick's Photo Center  
 Sheboygan ..... Gene's Photo & Camera Shop  
 Shorewood ..... The Camera Center  
 Stevens Point ..... Joseph Hannon  
 Watwaitsa ..... Marshall Field  
 ..... Wauwatosa Camera

WYOMING—Casper ..... Bi-Rite Drug Store  
 ..... Ken's Photo  
 Sheridan ..... Rockford Studio  
 Wheatland ..... Ted S. Schrader

PUERTO RICO—San Juan ..... Photo Segundo, Inc.  
 Santurce ..... Rooney Photo Mart

## Around The World (Cont'd.)

contrasty, but the Minox caught the mood."

"There were about 20 Minox cameras on the Bergensfjord," Mr. Goldman adds, "in the hands of people that were completely ignorant in the use of the camera. I made myself their self-appointed instructor and had a lot of fun teaching them to use the camera. That, of course, is one of the prime functions of the Photographic Society of America—helping others!"

The Photographic Society of America is a non-profit organization made up of both amateur and professional photographers who are interested in bettering their techniques. Minox'ers who are interested in finding out about the P.S.A. and learning how to join may contact Mr. Goldman at 170 Linden Lane, Glen Head, New York.

## MINOXOLOGY (Cont'd.)

Now throw your fears and apprehensions out of the window, be brave and take the plunge. Legibly print the title, your name and address, the picture classification and type of film used on the back of each entry. Don't be impatient. You might receive from Mr. Baker that lovely letter announcing your success, as I did. Good thinking and good luck!

## MINOX CLUBS (Cont'd.)

and the editors are eager to help in the formation of these clubs by recruiting prospective members through the Minox Memo. If you would like to start your own Minox Club, just send us your name and address and we'll publish the notice in the next issue of the Minox Memo. And Minox Clubs—be sure to tell us about your meetings, the subjects you discussed, and any other information that would be of interest to other Minox'ers.

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# MINOX MEMO

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## SNEAKY SHOOTING

See  
Page 10

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volume 3 number 3

WINTER/1960

# MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

## DR. JULIUS BAER AND DR. ROBERT BERRIS TRIUMPH IN THIRD MINOX PHOTO CONTEST

Don O. Thayer, president of Minox Processing Laboratories, has officially announced the selection of Dr. Julius Baer, Forest Hills, N.Y., and Dr. Robert F. Berris as first prize winners of the Third Minox Photo Contest in the Pleasure and Business Divisions respectively.

Covering every conceivable subject and involving every technique imaginable, this ultraminiature photography competition drew an overwhelming 7,256 entries, submitted by Minox'ers in every state in the union—including Hawaii and Alaska! The three judges—Hugh Edwards, Curator of Photographs of the Art Institute of Chicago; Al Madsen, Photo Editor of the Chicago Tribune; and Joe J. Marx, first prize winner of the two previous Minox Photo Contests, were amazed and delighted by the outstanding calibre of work represented. Following are the twenty Minox'ers who were chosen for top honors.

### PLEASURE DIVISION

- 1st TWO CHILDREN  
Dr. Julius Baer, Forest Hills, N.Y.
- 2nd NUNS AND ABSTRACT ART  
William S. Luring, Elizabeth, N.J.
- 3rd ACAPULCO BULLFIGHT  
Mel Wenger, Chicago, Ill.
- 4th WINTER FUN  
Norm Fitzgerald, Jr., Chicago, Ill.

- 5th THE TELEVISION VIEWER  
L. M. Radovsky, Toledo, Ohio
- 6th BABY  
R. C. Larson, West Hartford, Conn.
- 7th FORT LARAMIE  
Samuel R. Pressman, Shaker Heights, Ohio
- 8th HEAD IN COLOR  
C. Torrey Adams, Newport, Mich.
- 9th THE FARM  
Bennie D. Miller, Ft. Worth, Texas
- 10th CITY SCENE  
Ferd Ziegler, Maplewood, N.J.

### BUSINESS DIVISION

- 1st SURGERY  
Dr. Robert F. Berris, Denver, Colo.



It's evident that the judges didn't take their responsibility lightly. Left to right are Hugh Edwards, Al Madsen and Joe J. Marx.

- 2nd RENDERING OF BUILDING  
Lester W. Foley, Jacksonville, Fla.
- 3rd NAUTILUS UNDER THE POLAR ICE CAP  
Philip G. Kaye, Buffalo, N.Y.
- 4th COVER DESIGN  
Dr. William A. Laughlin, Berkeley, Calif.
- 5th FACTORY SCENE  
Eugene C. Wright, Marengo, Ill.
- 6th CHEMISTRY BOTTLE  
Don Samuels, San Luis Obispo, Calif.
- 7th MICROSCOPE VIEW OF HYDRA  
William Tashjian, Westboro, Mass.
- 8th CONCRETE DESIGN  
Thomas W. Steiger, Cincinnati, Ohio
- 9th GAS WELL PART  
Frank Whittington, McAllen, Texas
- 10th PHOTOMICROGRAPHS  
Henry Schlesinger, New York, N.Y.

Five additional entries, which were not selected among the first ten prizes in either division were considered so outstanding that the judges awarded them special Honorable Mentions. The Honorable Mention winners are:

STILL LIFE IN COLOR

John Amorosa, Brooklyn, N.Y.

PORTRAIT

John E. Fitzgerald, New Haven, Conn.

SUNSET

Dr. James T. Geddis, New York N.Y.

SUNSET FROM SUNION TEMPLE

Mrs. Harriet O. Peter, Burlingame, Calif.

SNOW SCENE

Miss Frances Segraves, New York, N.Y.

How can you take an award-winning picture . . . and what makes it one? That's the question that thousands of Minox'ers have asked, and in an effort to help them, we will reproduce in this and other



First Prize in the Pleasure Division, "Two Children" by Dr. Julius Baer, Forest Hills, N. Y.

First Prize in the Business Division, "Surgery," by Dr. Robert F. Berris, Denver, Colo.



Minox Memos some of the winning photos with pertinent information.

#### **DR. JULIUS BAER MINOXES THE WORLD OVER**

Although Dr. Julius Baer has carried his Minox to Europe four times, to Israel, Mexico and Hawaii, his award-winning "Two Children" was taken right in Forest Hills, N.Y. where he lives. This lovely photo has much of the quality of an impressionistic painting and in explaining it, Dr. Baer wrote, "I have photographed everything from the Mona Lisa in Paris to Tivoli Gardens in Copenhagen, the upcoming industry of Israel and the hula dances of Waikiki. My technique has been developed in the taking of many thousands of pictures of all kinds under all conditions (including impossible conditions—which turned out not to be so impossible and left me with wonderful mementos). I have, of course, made many mistakes, but gradually my pictures showed a fairly steady stream of happy results, with many pictures showing exceptional virtue which, up to now, I had been satisfied to enjoy only in the bosom of my family or to show off to an interested patient.

"I have, in addition, used my Minox as a note-taker at dental seminars, as well as other uses in line with my work. I have made a number of 'converts' to the Minox way among my colleagues who have admired my photo results from seminar to seminar. Many pictures I take with the little B/C flash. For others, I prefer available light for special effects. It was the available light streaming through a plastic sheeting dust curtain that produced the unusual lighting condition in the picture that I am happy was the winning photo."

#### **A COINCIDENCE OF CONDITIONS GAVE DR. ROBERT BERRIS HIS WINNER**

First Prize winner in the Business Division, Dr. Robert Berris, advises us that his winning photo was the culmination of a long series of fortunate events. From the time Dr. Berris received his Minox as a present, he says, "I have rarely been without it. I usually carry Tri-X in the camera, and ASA 25 and Anscochrome in film boxes in my pocket. I take pictures of interesting cases that I used to miss before having my Minox. It's always there. That's how I happened to get this shot.





Fifth Prize in the Pleasure Division, "The Television Viewer" by L. M. Radovsky, Toledo, Ohio.



Seventh Prize in the Pleasure Division, "Fort Laramie" by S. R. Pressman, Shaker Heights, Ohio.

"A patient of mine was being operated on, and I came up to surgery to see the results and to make sure that all was going well. I saw a scene that was so striking that I switched to ASA 25, set the camera for two feet. The background was so good, the lighting in surgery was excellent, the subject matter classical; the camera did the rest. I can claim nothing—it was simply circumstances and carrying extra kinds of film."

### L. M. RADOVSKY GROWS HIS OWN SUBJECTS

Furniture company president L. M. Radovsky has three children—ages 4, 6 and 8—who are his principal subjects . . . and it is one of these who was the subject of his charming prize-winning Minox photo. Mr. Radovsky captured this intent study of his daughter while she was watching television, completely oblivious to her father's photographic activity. The picture was taken with ASA 25 film in available light coming through the

north window to the subject's left.

Mr. Radovsky says, "Up until a year ago I took very few pictures of any kind because during the long period between the times I used my larger camera, I would forget all of the adjustments and necessary information for the proper use of the equipment. That is the reason that when I saw the simplicity of the Minox in the hands of a friend less than a year ago, I immediately became interested and bought one. As a result I have taken more pictures in the past year than during my entire life previously, and a large proportion of these have come out surprisingly well."

### ATTORNEY SAMUEL R. PRESSMAN FINDS MANY USES FOR HIS MINOX

The striking study that won Seventh Prize in the Pleasure Division for Samuel R. Pressman might never have been . . . if Mr. Pressman had restricted his Minoxing to his original objective. He writes, "I

am an attorney at law, and originally became interested in the Minox with the intention of using it solely for photographing legal documents, but soon afterwards began experimenting with taking pictures of other subjects. I soon realized that this camera had, with few limitations, the full capacity of many larger cameras, but had one quality the others lacked—its extreme portability.

"I think my prize-winning picture best demonstrates the high quality in high resolution this camera can produce. Because of the short focal length of the lens, it has a tremendous depth of field, as indicated in the photo—the closest wall having been perhaps ten feet away, and the building through the window some 200 feet distant. My technique consists largely of using a medium speed film, ASA 50, taking great care in focusing and keeping the exposure (which I prefer slightly on the over-exposed side) within the normal limitations of the film's latitude."

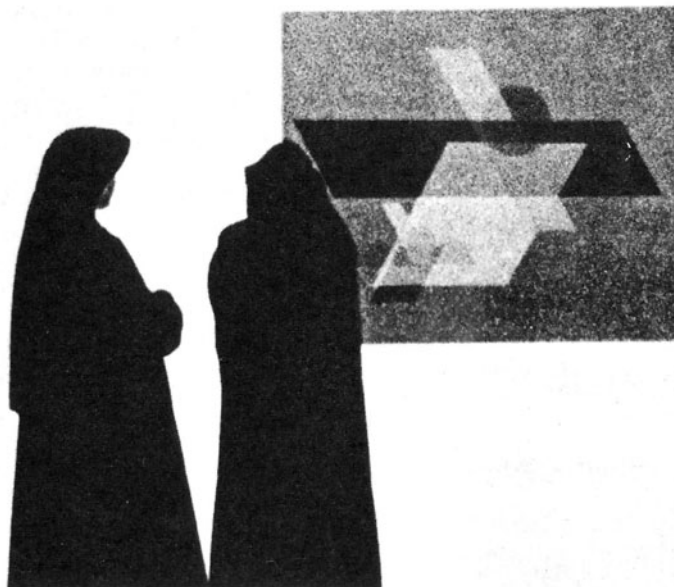
#### GRADUATE STUDENT WILLIAM LURING LOOKS FOR THE UNUSUAL

William S. Luring, chemical engineer from Cincinnati, Ohio who is now doing graduate work at Stanford University, considers subject matter first—then technique. Mr. Luring says, "I became interested in the Minox the first time I was Minoxed by a friend. After examining his camera, I was sold . . . and, in fact, purchased his camera!"

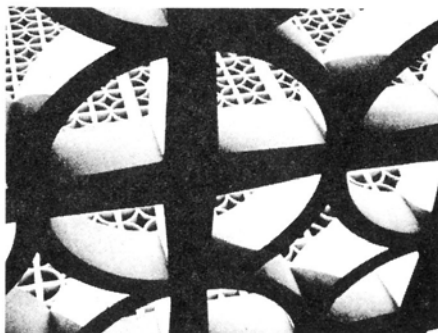
"I like to take pictures of people in unusual situations; thus the pictures of the 'Nuns and Abstract Art.' It was taken at the newly opened Guggenheim Museum in New York. For this type of picture, I use the faster films, and find Plus X fine grain film excellent."

#### AD MAN THOMAS STEIGER TRAVELS WITH HIS MINOX

Thomas W. Steiger's unusually artistic "Concrete Design," Eighth Prize winner in the Business Division, was shot for use as part of a business solicitation to an Atlanta



Second Prize in the Pleasure Division, "Nuns and Abstract Art" by William S. Luring, Elizabeth, N. J.



▲ Eighth Prize in the Business Division,  
"Concrete Design" by Thomas W.  
Steiger, Cincinnati, Ohio.

Sixth Prize in the Business Division,  
"Chemistry Bottle" by Don Samuels,  
San Luis Obispo, Calif. ➡



motel. His idea was to use architectural abstracts in a filmed commercial series. He writes, "I bought my Minox B in 1959. For an old 4 x 5 and Rollei man, it was difficult to adjust to Minox at first, but now I can consistently handhold 1/20 and 1/10 shots that make acceptable 8 x 10's. As I travel a bit, I'm always noticing shots that are 'naturals,' but am reluctant to tote a bulky camera to get them. No more missed pictures with Minox, the only precision camera you can put on your belt and forget—until you see a picture.

"It's helpful in business too . . . not only for location shots like 'Concrete Design,' but for recording point-of-purchase, outdoor and in-store displays. I have also used Minox for test shots for filmed commercials, and I find that with the finer grain films, acceptable 11 x 14 enlargements are quite possible."

#### **STUDENT USES HIS MINOX AS A NOTE TAKER**

Don Samuels, Sixth Prize winner in the Business Division, was so eloquent in his letter regarding his use of the Minox that we believe

he tells the entire story better than we could. He wrote, "I am a Senior Physics Major at California State Polytechnic College with more than a casual interest in photography. I am employed as a Photo-Tech by the College Audio-Visual Department and the Gainsborough Portrait Studio in San Luis Obispo.

"My interest in Minox started when I realized that I would be able to get more from the lectures in nuclear physics, optics and related subjects if I could devote more time to listening to the instructor instead of copying his diagrams on the blackboard with pencil and paper. I use the Minox to copy the diagrams off the board, and in the lab to record various equipment and apparatus setups. I started with one of the 35mm single reflexes, but the obvious noise and size soon started me looking toward the ultra-miniatures. In the Minox B, I found what I believe is the optimum camera in the ultraminiature field.

"One of the features that I have found to be of the utmost importance in getting the maximum enlargements that I do is the curving

*(Continued on page 19)*

## BRILLIANT NEW COLOR FILM NOW AVAILABLE IN MINOX CASSETTES



Minoxers everywhere whose first requirement of color film is that it reproduce beautiful color and black and white prints will be delighted with the newest film now being packaged in 36-exposure Minox cassettes: Agfa CN-14. This excellent film offers extreme fineness of grain and contour sharpness, and can be used in many different ways for daylight and artificial light exposures. It gives negatives in complementary colors from which any required number of color or black and white prints in all standard sizes can be made.

Agfa CN-14 has long been recognized the world over as an outstanding film, producing some of the most brilliant and sharpest color photos obtainable. However, it poses many special processing problems, and for this reason, Minox held up its release until its experimental and development processing program could be perfected. After eight months experience, Minox Processing Laboratories is able to

process this new film to bring out its maximum quality.

Minox Processing Laboratories has set up special CN-14 laboratories which will exclusively process CN-14 for Minox dealers and enthusiasts throughout America. Don O. Thayer suggests that films be developed as soon as possible after exposure. The new Minox Processing Laboratories, which have been working directly with Agfa technicians since Agfa's introduction of CN-14, are believed to be the only laboratories in the United States thoroughly equipped and experienced in the processing of this highly versatile new film for Minox.

Shown below are the exposure meter settings for Agfa CN-14. These settings are approximate only. To obtain intermediate speeds not shown on your Minox, set the shutter speed dial between the speeds which are engraved on the scale. For example, for a speed of 1/300 sec., set the dial between 200 and 500.

Enjoy the thrill of taking magnificent color prints of your family and friends, made more beautiful than ever with the introduction of Agfa CN-14. Your dealer will have it in stock soon and will be happy to answer any questions you may have concerning its use.

SUBJECT	BRIGHT SUNLIGHT	HAZY SUN	CLOUDY BRIGHT	CLOUDY DULL
Average	150	75	50	20
Light	300	150	75	30
Dark	75	30	20	10

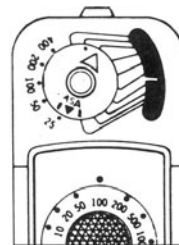
When in doubt, use setting for "Average Subject."

**FLASH** (Minox Flashgun)

Flashbulbs AG-1

Set speed dial to 20

Flash will be sufficient between 5 and 10 ft.



Set your Minox B with the 25 dot (•) centered between left line and black triangle indicator.

## EVEN ROYALTY LOVES TO BE MINOXED!



When Princess Margaret married several months ago, all America attended the wedding via the medium of television. Among the interested viewers was Arthur H. Wilharm, a retired Pittsburgh banker, who aimed his Minox at the TV set during the telecast (probably like many of you) and took several photos of the royal event.

To his delight, several of the photos turned out remarkably well, and, at the suggestion of his granddaughter, he mailed prints to Princess Margaret at Buckingham Palace. Shortly thereafter he received the following note from Clarence House in London:

"Dear Mr. Wilharm: Princess Margaret desires me to thank you most sincerely for your letter and the photographs of her wedding taken from your television. Her Royal Highness much appreciated your kind thought. (signed) Iris Peake, Lady-in-Waiting."

Of course, Princess Margaret was acquainted with the Minox far in advance of receiving Mr. Wilharm's note. Prince Philip, the Duke of Edinburgh, has been an enthusiastic Minox Owner for many years, and has often been seen in public Minoxing the view!

## A MINOX IS LOOKING FOR ITS OWNER

Some time in September, Dr. C. E. Boyd of Shreveport, Louisiana, found a Minox Camera in Shreveport Doctor's Hospital. After advertising for its owner and receiving no answer, he contacted Minox Processing Laboratories in the hope that we might be able to give him the name of its rightful owner. Unfortunately, the camera in question had never been registered, and some Minoxer in Shreveport is probably still searching high and low for his missing property.

For many years Kling Photo Corporation has requested that all Minox owners register the serial numbers of their cameras as a protective measure in the event of loss or theft. If you have not done so, send the registration number of your camera to Kling Photo Corporation immediately and avoid this same sad experience told above. And if you are the missing Minoxer, you may contact Dr. Boyd at the C. E. Boyd Clinic, 6815 Southern Avenue, Shreveport, La. We sincerely hope that this article will lead to the return of someone's treasured Minox . . . and that others will take heed from this example and protect themselves.

## MINOX CLUBS SEEKING NEW MEMBERS

With Minox Clubs on the increase everywhere, we have just received word from New York regarding the formation of another new Minox Club. Miss Gladys C. Gilmore, 342 Madison Avenue, New York, would like to start a Midtown Manhattan Minox Club, and she would be interested in hearing from others in the midtown area of New York.

The very active Boston Minox Club is always on the lookout for new members. Minox enthusiasts

*(Continued on page 19)*

## JOE J. MARX TOPS HIMSELF WITH SKYLINE MURAL



One of the most amazing feats of Minox photography we have ever encountered has just been accomplished by Joe J. Marx, previous top prize winner in the Minox Contests and a judge of this year's competition. Mr. Marx has often visited the Public Library of Cincinnati and gazed in fascination at the 1848 Fontayne & Porter mural of the Cincinnati skyline, reproduced from daguerrotypes, that stretches sixty feet across the large first floor reading room.

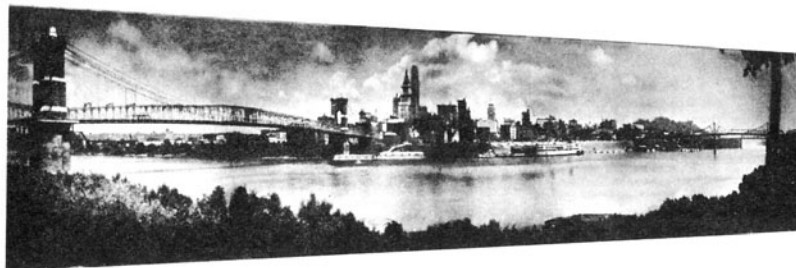
Not a man to bypass a photographic challenge, Mr. Marx decided to update the skyline by creating a 1960 photographic mural with his ultramodern, ultraminiature Minox! After pouring over all the "how to" information on murals, montages and panoramas that he could find, he started on his project.

He says, "I learned that when panning from one section of the panorama to another, a tripod **MUST** be used—something I seldom carry. And, of all things, I would need a



carpenter's spirit level. Otherwise the Ohio River might be tilted and thus be made to flow uphill. The shoreline in each panel must meet the shoreline of the other, and panels must be matched as to light and dark. I was able to enlarge and print these panels in my darkroom from only 2¼ inches of negative to a fifteen foot mural!"

The Fontayne & Porter mural is sixty feet long. It was enlarged from eight daguerrotypes, each 4 x 5". The Joe J. Marx mural is only fifteen feet long, but Mr. Marx made it from four negatives, each of which was only 8 x 11 mm!





## COLLECTOR SHOTS ART SHOW FOR FUN AND FUTURE REFERENCE



Art lover and relatively new art collector Allen Ash of Chicago recently found an ingenious use for his Minox B. Inasmuch as he attends several outdoor art fairs each year, he is often hard pressed to remember details of pieces of sculpture or paintings which he might add to his collection at a later date.

Because artists who exhibit at these fairs usually are not represented in any galleries, Mr. Ash formerly wrote detailed descriptions of pieces that interested him, and then contacted the artists in order to see the work again. Now, however, he simply Minoxes the object, writes the name of the artist on the back of the photo and can easily refresh his memory at any time, just by pulling out the photo. Shown on this page are shots taken at Chicago's recent Old Town Art Fair.



## A LUCKY MINOXER WOULD LOVE THESE

### MINOX B . . . the gift supreme

World's smallest, lightest, easiest-to-use precision camera has built-in exposure meter. Weighs just  $3\frac{3}{4}$  oz., measures  $3\frac{3}{8}$ " long. So quick, so sure . . . just match speed dial with meter indicator for perfect pictures every time—in all light conditions.

#6014 Minox B, satin chrome finish camera and chain, complete with leather case.

#6015 Minox B PRIVATE EYE, anodized black finish camera and chain, complete with black leather case.

Minox III-S . . . same as new Minox B but without built-in exposure meter. Weighs only  $2\frac{1}{2}$  oz.,  $\frac{5}{8}$ " thick,  $1\frac{1}{8}$ " wide,  $3\frac{1}{4}$ " long

#6010 Minox III-S satin chrome finish camera and chain, complete with leather case.

#6012 Minox III-S PRIVATE EYE, anodized black finish camera and chain, complete with black leather case.

#6011 Minox III-S, gold-plated camera and chain, complete with genuine alligator case.

Minox Camera prices start under \$140



**NEW  
MINOX  
B/C FLASH**

The world's smallest and lightest flash unit measures  $2 \times 1 \times \frac{1}{2}$ ", weighs just  $1\frac{1}{2}$  oz. Built-in telescoping reflector gives full illumination.

#6543 Model B for Minox B; with belt case

#6544 Model A for Minox III-S; with belt case

#6545 Model U for 35mm or larger cameras; with belt case

#6546 Battery for Minox B/C Flash

Priced under \$20



### TELEPHOTO/BINOCULAR CLAMP

Attaches Minox to binoculars. Adjustable for oculars from 1" to 2" diameter. Has built-in tripod socket and cable release socket. #6612

Priced under \$25

## THEY'LL BE REMINDED OF YOUR

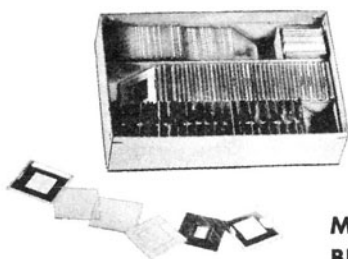


### MINOX SLIDE PROJECTOR

Shows Minox and other ultra-miniature color slides with exquisite realism. Projects to a big 24"x30" at 8 ft. Measures 8 x 6 x 3½". Pearl gray finish, leather case.

#6301

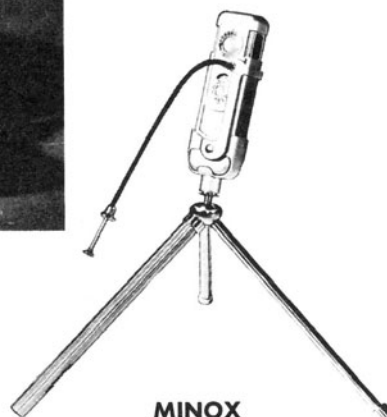
Priced under \$95



### MINOX SLIDE BINDING KIT

Contains slide frames, metal masks and cover glass to complete 50 slides. #6922

Priced under \$9



### MINOX POCKET TRIPOD

Sets up in 10 seconds, collapses into own case. Has tilting head and cable release. 7¼ x ¾" diam. Includes camera clamp, leather case.

#6621

Priced under \$22

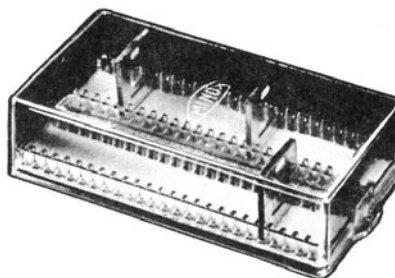


### MINOX TRANSPARENCY VIEWER-CUTTER

Examine frames through built-in magnifier, then cut by thumb pressure. Facilitates speedy slide mounting.

#6901

Priced under \$15



### MINOX SLIDE SAFE

Transparent, dustproof slide file measures 3¼ x 6½ x 1½", holds 50 Minox slides in numbered and indexed slots. #6923

Priced under \$3

SEE PAGE 15 FOR YOUR NEAREST MINOX DEALER

## THOUGHTFULNESS EVERY DAY!



### RIGHT-ANGLE FINDER MIRROR

Perfect for around-the-corner picture taking. Shoot to the right or left while facing straight ahead. Great for candid photograph.

#6200 for Minox III-S

#6202 for Minox B



### REFLEX VIEWFINDER

Lets you take pictures at waist level or near the ground for angle shots, or wherever eye-level isn't desired.

#6201 for Minox III-S

#6203 for Minox B



### MINOX DEVELOPING TANK

Daylight loading, with thermometer. #6710

### MINOX BELT CASES

Lets you wear your Minox. Choose from genuine black, brown or red leather.

#6404 Minox III-S belt case

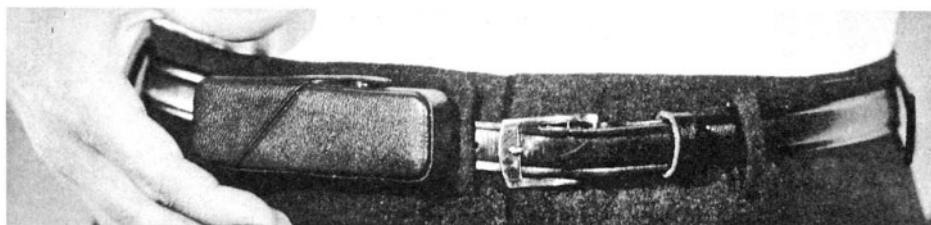
#6406 Minox B belt case



### MINOX PHOTO ALBUM

Has transparent plastic pockets for 102 standard size Minox prints. Expandable to any size through refills. Brown simulated leather with padded cover.

#6930



**THESE MINOX GIFTS ARE ALL PRICED UNDER \$15  
SEE YOUR MINOX DEALER**

## HERE'S JUST WHAT THEY WANT!



### MINOX ENLARGER/COPY STAND

Enlarges up to 11 x 14". Has built-in light diffuser control, tilt back lamp housing, f/3.5 micro-Minox lens, double condensers, high-low switch.

#6770

Priced under \$190



### ADJUSTABLE COPYING STAND

Sturdy stand for copying letters, book pages, documents. Adjustable for distances from 8" to 18". Folds to only 9 x 1 x 1½"

#6602

Priced under \$30

## MINOX FILM ALWAYS MAKES A WELCOME GIFT

Black and White—2 cassettes per box

### Regular Film

ASA 25—Ultra-fine grain with maximum sharpness, best for all flash shots (50 exposures per cassette)

ASA 50—Fine grain all-weather film (50 exposures per cassette)

ASA 100—Moderate grain (50 exposures per cassette)

KODAK PLUS X—Fine grain ASA 160-200. Perfect for all-around picture-taking with high speed (36 exposures per cassette)

### Special Purpose Film

ASA 5—Micro grain (50 exposures per cassette)

KODAK TRI-X—Ultra-speed (36 exposures per cassette)

### Color Film—1 cassette per box

ASA 32—Daylight color film for slide projection and color prints (36 exposures per cassette)

AGFACOLOR CN-14—New high speed Color Negative film for color prints and black and white prints as well as projection transparencies (36 exposures per cassette)

All film priced under \$3 per box

**YOUR MINOX DEALER HAS THESE GIFTS NOW!  
SEE NEXT PAGE FOR YOUR NEAREST DEALER**

## THESE MINOX DEALERS LOOK FORWARD TO SERVING YOU

ALABAMA—Birmingham	Acton's Camera Shop	Filmmax Camera Shop	Reiman's Camera Shop
	Bromberg and Company	Bob Gamble	Harry's Camera
	Goldstein Bros., Inc.	Graf's Camera	Studio City Camera Exchange
	John's Photo Service	Griffith Camera Shop	Collier's Camera Shop
	Pizitz Dry Goods Co.	Henry's Camera	County Camera Shop
Huntsville	Universal Photo Shop	Hollywood Camera Exchange	Superior Photo Service
Mobile	Calagay Photo Supply	House of Rothschild	Albert's Photo Center
	Hal's Photo	Iwata Photographic Supply	Photo Center
	Van Antwerp's	Kimura Photomart	Anthony's Camera Shop
Montgomery	Shop 21, Inc.	King's Camera	Monte's Camera
Tuscaloosa	Tuscaloosa Photo Service	Sid Klein, Inc.	Alvin's Photographic Supply
ALASKA—Anchorage	Bert's Payless Drug	E. V. Lewis Cameras	Ellett's Studio & Camera
	Eastchester Drug	Monarch Photo	Colorado—Colorado Springs
	Hewitt's Drug	Ed Morgan Camera Center	Camera Land
	Mac's Photo Service	B. B. Nichols, Inc.	Deits Bros. Camera and Gift Shop
	McLain's	Pan Pacific Camera	Shewmaker's Camera Shop
	Stewart Photo Shop	Peterson's Camera Exchange	Wiggins Studio
	Super Rexall Drug	Precision Photo Service	Colorado Visual Aids
Fairbanks	Co-Op Photo Shop	Ralke Co.	Dave Cook Sporting Goods
	Griffin's	Rowan Jewelers	Ford Optical
Ketchikan	Schallers's Photo Shop	Royalstone Photo	Gart Bros. Sporting Goods
ARIZONA—Casa Grande	Casa Grande Photo Shop	Semler's	Gem Camera
Flagstaff	Jean and Trox	Silton's	Haanstad's Camera Shop
Nogales	Capin Mercantile Co.	Bill Toth's Camera Shop	Irving's
	Kit's Camera Shop	Western Camera Supplies	May D and F
Phoenix	Camelback Photo Center	Westwood Photo Lab.	Skyline Camera Shop
	Cushman's Cameras	Windsor Hills Camera Shop	Vine Rurac Sports Shop
	Dinon Photo Supply	Winter and Co.	Dayton's Camera
	Guid Camera Shop	Hurst Camera Shop	Conklin's Camera Shop
	Outa Photo Lab	Menlo Park Camera	Grand Junction
	The Photo Shop	Plaza Camera Center	Midwest Photo
	Rosenweig's	Ken's Cameras	Camera Craft
Scottsdale	Wilson's Photo Shop	Valley Drug	Sparkstone Photo Service
	Schaefer's Camera Corral	Hillcrest Camera Shop	Barber Studio
Scottsdale Photo	Scottsdale Photo	Sid's Camera Shop	
Tucson	Caples Camera Co.	Family Camera Store	CONNECTICUT—Bantam
	Nu-Art Photo Service	Norwalk Camera Supply	Morgan's Photo and Gift Shop
	Pereira Camera Shop	Oakland	Bethel Photo
ARKANSAS—Clarksville	Palace Drug Store	Alpha Photo Products Inc.	Fritz and Hawley, Inc.
El Dorado	Ward's Photo Supply	Walter Bennett	Jay James Camera Shop
Fort Smith	Cann Photo Company	Camera Corner	Len's Camera Supplies
Little Rock	The Camera Center	Sam Cohen's Camera Center	Photo Sales
	Jungkind Company	Leo's Normal Pharmacy	Spector's, Inc.
Pleifers of Arkansas	Pleifers of Arkansas	Scheer's Jewelers	Justin Hartley
Eddie Buerkle	Eddie Buerkle	Orange Camera Shop	Krasow Camera Shop
CALIFORNIA—Alhambra	The Alhambra Camera Shop	Pacific Grove	Sturdevant's Photo Shop
	Camera Exchange of Alhambra	Spelright Photo Supply	Fairbanks Foto Shop
	Jerry's Camera Shop	Desert Camera Shop	Todd's Camera Shop
Anaheim	Bob's Camera Mart	Palm Springs Camera Shop	Camera Shop
	Val & Vic	Al Taylor Camera	Greenwich Photo Shop
Bakersfield	Henley's Photo Supply	Camera Shop	The Photo Shop
	Mercury Photo Finishing	Panorama City	The Camera Bar
	Towne Photo Supply	Panorama Camera Center	G. Fox & Co.
Berkeley	The Camera Shop	Pasadena	Harvey and Lewis
	Elmwood Camera Shop	Alvin's Photographic Supply	E. J. Korvette
	Barry Evans	Lee Mac Camera Exchange	Merrill's Camera Exchange
	Gersh Photo	F. W. Reed Co.	Monarch Photo Shop
Beverly Hills	Beverly Hills Camera Shop	Camera Corner	Rozinsky, Inc.
	California Camera	Cascade Camera Supply	Zacher's
	Camera Exchange of Beverly Hills	Redlands Camera Shop	Milford Camera Shop
Alfred Dunhill of London	Alfred Dunhill of London	Rivera Camera Shop	Leonard's Camera Exchange
Jordan Hime Co.	Jordan Hime Co.	Reseda Photo Service	Davenport Photo Shop
Kerr's Sport Shop	Kerr's Sport Shop	Richmond	Fair Haven Camera Shop
Burbank	Burbank Camera Center	Riverside	Fritz and Hawley, Inc.
	Photo Art Shop	Nehrborg, Inc.	Harvey and Lewis
Burlingame	Bosco Camera Supplies	John Pardee	Mongillo's
Carmel	Beaux Arts Studios	McCurry Photo Co.	Park Photo Co.
Compton	Camera Craft Shop	Green's Camera Shop	Senior Camera Shop
Creighton City	Finley Camera Supply	Reed's Photo Supply	A.B.C. Film
Delano	Harris Studio and Camera Store	The Photo Shop	The Cranston Co.
Downey	Todd's Camera	Roy Davis Camera Shop	Camera Center
Eureka	Downey Camera Supply, Inc.	Del Camera Shop	Grube Camera Shop
	Photo Specialty Shop	Alex Camera Exchange	Ridgefield Photo Shop
	Swanlund's	Boulevard Camera Shop	Springdale Camera Center
Fairfax	Hallmark Photo Service	Bunuel Photo Shop	Bran's, Inc.
Fresno	Hollywood Camera Shop	Clifford's Camera	Leon Deran
	Horn Photo Shop	Nelson Photo Supplies	Photo Shop
	Suppliers, Inc.	Winstead Bros., Inc.	Goldie's Camera Shop
Glendale	Valley Camera Shop	Allen Photo Supply Co.	Speed's
	Ernie's Camera Shop	Almae Camera Store	Zacher's
	Phototech	Artcraft Camera Shop	New Haven Camera
Indio	La Moine Drug Co.	Alfred Bass, Inc.	Hilgert and Gough
Lawthorne	B and B Camera	Bing's Camera and Sound	Westport
Hayward	Bowman's Camera Stores	Bradley Cameras	DELAWARE—Wilmington
	House of Cameras	Brooks Cameras	Lincoln Camera Shop
Hermosa Beach	Otto Busler	Bullock and Jones	Photo Center
Hollywood	Birns and Sawyer	Camera Center	Wilmington Camera Shop
	Camera Craft	The Emporium	Baker's Photo Supply
	Don's Camera Exchange	Fast Cameras	Brenner Photo Co.
	Meyer-Reed Co.	Bill Goldfinger	Camera Mart
	Millers Camera and Art Supply	Gong Num Co.	Capital Camera Exchange
	Morgan Camera Shop	Hobby Center	Columbia Photo Supply
	Schaeffer Photo Supply	Jebe's Camera Shop	Congressional Camera Center
	Technophot	Kaufman Camera Mart	Conn. Camera, Inc.
	Ray Thelan	Relaw Camera Shop	District Camera Shop
Huntington Park	Red Fox Camera Center	Ronne's Camera Shop	Duke Camera Shop
	Park Camera	Schaefer's Camera Shop	Embassy Camera Exchange
Laguna Beach	Laguna Photo	Skinner, Hirsch and Kaye	Fuller and D'Albert
	Bill Thomas Cameras	Walter Willey	Georgetown Camera
La Habra	La Jolla Camera	Royal Camera Shop	Penn Camera
La Jolla	Pacific Camera Store	San Jose Camera Shop	Potomac Photo Supply
La Mesa	La Mesa Photo Supply	Webb's Photo Supply	Ritz Camera Center
Lemon Grove	Lemon Grove Camera	Cal Photo Supply	Milton Schlosser Jewelry
Long Beach	Camera Supply	The Camera Shop	Sommer's Camera Exchange
	K & S Instrument Lab	McDonald Camera Shop	Mark Weiss Camera Center
	Mercury Photo	Camera Photo Service	Woodward and Lotthrop
	Tate-Wier Camera	Foreman's, Inc.	Boca Camera Center
	Ward-Tallant Photo Supply	A-1 Photo	Bradenton Camera Shop
	Western Camera	Stilley Photo Supplies	Clearwater Camera Center
Los Altos	Winstead Bros.	Campbell's Photo Center	Coral Gables
Los Angeles	Los Altos Camera Shop	Anderson Camera	Daytona Beach
	American Camera Exchange	Westen's	Deland
	Bel Air Camera	Weaver's Camera Shop	Delray Beach
	Bullock's	Brentwood Camera Shop	Eau Gallie
	Camera Exchange of Farmers Market	Carlson's Photo Supply	Fort Lauderdale
	Campus Camera Shop	Stewart Photo Co.	B and B Photo Supply
	Carl's Camera Center	Keith's Foto Co.	Bird's Photo Center
	Chipron Stamp and Stationery	Sherman Oaks	Broward Photo Service
	The Darkroom	French's Camera Exchange	Miller's Cameras
		Logan Camera Shop	Southern Film Labs, Inc.
			Times Photo Shop
			Zimmerman's Camera Shop
			Parker Studio
			Flamingo Camera Craft
			Walter Gray



## FLORIDA (Continued)

<b>FLORIDA (Continued)</b>	
Jacksonville .....	Stullitt's Camera Fair Branden's Inc. Brown's Camera Store Orben Pictures Riverside Camera Shop Florida Keys Photo Service It's a Snap
Lakeland .....	Sanborn Camera Center South Florida Photo Hobby House Surrey Enterprises
Lauderdale .....	Florida Newsreel
Lauderdale-by-the-Sea .....	Campbell's
Leesburg .....	Atlantic Photo Supply Burney's Photo Shop Camera Corner Downtown Camera Everglades Camera Stores Gulpin's
Maitland .....	Habersern Camera Shop Len's Camera Exchange Masters Maurice Camera Shop Miami Camera and Gift Center Traeger Brothers Carl's Camera
Miami Beach .....	Edfield Photo Shop Foto Fair Imperial Camera Lincoln Lane Camera Center
North Miami Beach .....	Graymorn Studios Photo Center Admiral Photo Supply Bevested's Photo Shop Cardinal Photo Supply Heim Camera Stores Southland Hobby Shop Miller and Winkler Ramon's Camera Shop Ramon's Photo Shop Park Camera Photo Shop Knight's Pharmacy Montgomery Ward R & M Camera Shop Robinson's Camera Shop Strand Camera Shop Webb's City, Inc. Burt's Camera Shop Camera Inc. Norton's Camera Center Ed Creasey Tallahassee Camera Center
Orlando .....	Tampa Photo Supply Le Valley Photo Shop Walbright and Wood Halley's Camera Shop Carter's
Palm Beach .....	
Pensacola .....	
Pinellas .....	
Riviera Beach .....	
St. Petersburg .....	
Sarasota .....	
Sebring .....	
Tallahassee .....	
Tampa .....	
Vero Beach .....	
Warrington .....	
West Palm Beach .....	
Winter Haven .....	

GEORGIA—Albany .....	Dixie Theatre Service
	Saville Jewelry, Inc.
Atlanta .....	Ace Camera Stores
	Colonial Film & Equipment Co.
	Frye's Camera Stores
	Hilton Cates
	Rich's Inc.
	Star Photo Finishing
	Wing's
Augusta .....	N. & W. Camera Exchange
Columbus .....	Columbus Photo Service
Macon .....	J. B. Cooke
Savannah .....	Photofac
Valdosta .....	Central Photo
Waycross .....	Settles Sundries

**HAWAII**—Hilo ..... Hilo Camera Shop  
Honolulu ..... Carter's Gift Shops  
..... Colvin's Camera Center  
..... Hawaii Camera Sales Co.  
..... Kaulani Camera Shop  
Royal Hawaiian Camera Shop  
Sandy's Camera Shop  
Stewart's Pharmacies  
Waterhouse Photo Co.  
Maui ..... Maui Dew Gardens and Greenery

**IDAHO**—Boise ..... Ballou-Latimer Co.  
Idaho Camera  
Kellogg ..... Verne A. Sasser  
Lewiston ..... Tollenaar's  
Pocatello ..... Hobson's Jewelry & Photo

ILLINOIS—Aurora .....	Assell Photo Shop
.....	Rollins and Rice
Belleville .....	Bland Photo and Art
Berwyn .....	Colonial Camera Shop
.....	Imperial Camera
Bloomington ....	Hawkins Studio and Camera Shop
Champaign .....	Fairchild Camera
Chicago .....	Abercrombie and Fitch

Alpine Camera Co.  
Altman Camera Co.  
Baskind Jewelers  
B and C Photo Service  
Bel-Park Photo  
Bolotin Camera Exchange  
Camera Exchange  
Center Camera Co.  
Central Camera Co.  
Chromoptics by Jay Reed  
Consolidated Watland Bros.

Conway Camera  
Corona Studio  
The General Camera Co.  
Herman Cameras, Inc.  
Hobby Cameras, Inc.  
Jackson Camera  
Jackson Raymond Co.  
Kady Camera Co.  
Koval Photo  
Kravetz Camera  
La Salle Camera Co.  
Libby's Camera Co.

Loop Camera Mart  
Mark's Cameras  
Marshall Field  
Mercury Photo Service  
Michael's World Camera Shop  
Midwest Photo Supply Co.  
Montgomery Ward  
Morrison Camera Co.  
Norman-Willetts Co.  
Photo Sound Equipment  
P-K Photo Supply  
E. J. Pollak Foto Shop  
Rewers Camera  
Shutan Camera Co.  
Sopocy Photo Supplies  
Standard Photo Supply Co.  
Triangle Camera, Inc.  
Tri-City Camera Exchange  
United Camera Co.  
Von Lengerke and Antoine  
Walk Camera Company  
Walk-Enclosure Camera Co.

Cicero	West End Cinema and Camera	Moran's Co.
Decatur	Norm's Camera Shop	
	Pfife's Camera Shop	
Des Plaines	Photo Service, Inc.	
Elgin	B. K. Photo Supply	
Elmhurst	Elmhurst Camera Shop	
East St. Louis	Bill's Camera Shop	
Evanston	Hoos Drug	

	McCoy Camera Co.
Fairfield .....	Post's Audio Visual Service
Glencoe .....	Glencoe Camera Shop
Highland Park .....	Powell's Camera Mart
Hinsdale .....	Hinsdale Camera Co.
La Grange .....	Suburban Camera Shop
Lake Forest .....	McMaster's Pharmacy
	Martin's Drug Store
Lansing .....	Besse Camera and Supply
Macomb .....	Scott's Pharmacy
Moline .....	Seaholm's
Oak Park .....	Austin Camera Co.

	Village Camera Co.
Park Forest .....	Camera Corner
Park Ridge .....	Harvard Productions
Peoria .....	Lens and Camera Shop
	Peoria Camera Shop
	Rex Studio and Camera Shop
River Forest .....	River Forest Camera Shop
Rockford .....	Camera Craft
	The Foto Shop
	Lundgren's
Skokie .....	Oakton Camera Shop
Springfield .....	The Camera Shop, Inc.
	Pelée Camera Shop
	Swanyn's Camera Shop

Waukegan .....	Klein's Photo Center
Wheaton .....	Du Page Photo Company
Wilmette .....	The Camera Shop
Winnetka .....	Phototronic, Inc.
	Powell's Camera Mart
	Winnetka Camera Shop
Wood River .....	Photo Arts Shop

Indiana—Anderson ..... Odell Camera  
Bloomington ..... Wiles Drug Co.  
Elkhart ..... Elkhart Camera Center  
Ray Herring Camera Shop  
Evansville ..... Schmitt Photo Service  
Smith and Butterfield  
Tri State Camera Store

Fort Wayne	..... The Howard Co.
	..... Sunny Schiek's
Gary	..... Gary Camera
	..... Village Card and Camera
Greencastle	..... Coan's Pharmacy
Hammond	..... Armstrong's Jewelers
	..... Dave's Camera Mart
	..... J. W. Millikan, Inc.
Indianapolis	..... I. S. Ayres and Co.

Cam-Art, Inc.  
The Camera Shop  
Haab Drug Co.  
Hoosier Photo Supply  
H. Lieber Co.  
Lincoln Jewelry Shop  
Post Photo Shop  
Trattner Camera Co.  
William Warner, Inc.

Logansport .....	Quick Film Service
Michigan City .....	Joe Vivian's Fotoshop
Monticello .....	Bleidens Camera Center
Muncie .....	Dodd's Rexall Camera Shop
New Castle .....	Muncie Camera Shop, Inc.
North Manchester .....	H. R. Edwards Jewelers
Shelbyville .....	Mark's Drug Store
South Bend .....	Meloy's, Inc.
	Ault Camera Shop, Inc.

Terre Haute .....	Stewart Martin's Snap Shop
Valparaiso .....	Valparaiso Camera Shop
West Lafayette .....	Foster Film Service

IUWA—Cedar Rapids .....	Morris Sanford Camera
Davenport .....	Elliott Camera Shop
Des Moines .....	Gould Camera Shop
Dubuque .....	Greenwalt Drug
Iowa City .....	Allied Camera Center
Ottumwa .....	Lind's
Waterloo .....	Louis Drug Store
	The Camera Shop
	Walden Photos, Inc.
	Zale

**KANSAS**—Concordia ..... Martin Drug Company  
Dodge City ..... Southwestern Photo Supply  
Hutchinson ..... Winstead Photo Service  
Lawrence ..... Mosser Wolf, Inc.  
Mission ..... Travel House  
Pittsburg ..... Miller Smith  
Prairie Village ..... Bruce Smith Drug

Salina ..... A-Smile-A-Minute  
Topeka ..... Wolfe's Camera and Photo  
                Zercher Photo  
Wellington .... Epperson Studio and Campery Supply  
Wichita ..... Bob Gaskin's Industrial Photo Sales  
                Jeff's Camera Shop  
                Lawrence Photo Supply, Inc.  
                Moler's Camera Clinic  
                Rudy's Photo Supply

**KENTUCKY**—Covington ..... Covington Camera  
Bowling Green ..... Carpenter-Dente-Sublett  
Lexington ..... Foto Center  
L. Michaels  
Joe Rosenberg  
Louisville ..... Camera Center Inc.  
Falls City Theater Equip. Co.  
W. D. Gatchell & Sons  
Kentucky Camera Shop  
Schumann Click Clinic  
Owensboro ..... Gant and Bierfield  
Paducah ..... Central Photo

LOUISIANA—Alexandria	Central Photo Supply
Baton Rouge	Newcomb Studio and Camera Bert's Camera Center Southern Camera Service Stroub Photo Supply
Franklin	Miguez Studio
Monroe	Griffin's Studio and Camera
New Orleans	Bellamora, Inc. Bennett Camera Inc. The Fox Co. Security Company
Shreveport	Dee's Photo Supply Harbor Photo Service Grady's Camera Center, Inc.

MAINE—Augusta .....	Mansur's, Inc.
Lewiston .....	Camera Service Center
Portland .....	Bicknell Photo Service
South Portland .....	Inness Photo Service

**MARYLAND**—Annapolis ..... A. N. Miller  
Baltimore ..... American Jewelry Co.

Atlantic Photo Supply Co.  
Baltimore Photo Supply Co.  
Berman Loan Office  
Camera Mart  
Parkville Photo  
Photocenter, Inc.  
Ritz Camera Center  
Service Photo Supply Co.  
Stark Films

Chevy Chase .....	Zepp Photo
Easton .....	Vicar, Inc.
Elkton .....	Hobby House
Hagerstown .....	Colonial Jewelers
	Fahrney's Photo Center
	Raup Camera Center
Silver Springs .....	Cameras, Inc.
	Haynes Camera Center

**MASSACHUSETTS—Andover**  
Look Photo Service, Inc.

Arlingboro	.....	The Camera Shop
Beverly	.....	Cor-Nix Corp.
Boston	.....	Camera Exchange
	.....	Barry and Epstein Jewelers
	.....	Bromfield Camera Co.
	.....	Central Camera Exchange
	.....	Copley Camera Shop
	.....	Don Elder's
	.....	Claus Gelotte, Inc.
	.....	Ralph Harris Corp.
	.....	Hawes Photo Shop
	.....	Camera Exchange
	.....	Jackson Photo Supply Co.
	.....	Lloyd Optical Co.
	.....	Jordan Marsh Co.
	.....	Park Square Building Camera
	.....	Pilgrim Jewelers
	.....	Quality Camera Exchange
	.....	School St. Camera Exchange

	Smith's Photographic Store
	Stone Camera Inc.
Braintree .....	Alves Camera Center
Brockton .....	Benner's Camera Shop
Brookline .....	Jon Allen Camera
Cambridge .....	Crimson Camera Exchange
	Ferranti Dege, Inc.
	Claus Gelotte, Inc.

Chelsea .....	Lechmere Sales Co.
Chicopee .....	Slade's Photo Service
Clinton .....	Chicopee Camera Center
Concord .....	Zoll's Photo Shop
Fitchburg .....	William W. Anderson
Framingham .....	Art Photo Supply
Haleville .....	Fitt's Photo Shop
.....	D'Addario's Camera Shop

Hyannis .....	Colby Photo Supply
Lawrence .....	Weiner-Chimer
Lexington .....	Theatre Camera Shop
Lowell .....	Maloorf
Lynn .....	Lynn Photo Supply Co
Malden .....	Davis Camera Supply
New Bedford .....	Centre Jewelry Co

Newton Center .....	Converse Photo Supply
Northampton .....	Atwood's Camera Shop
Pittsfield .....	The Tripod Shop
	Movie Mart
	The Photo Shop
Salem .....	Essex Camera Shop
Somerville .....	Regent Camera Shop
Springfield .....	Bloom's Photo Supply Inc.

Wareham .....	Win's Camera and Card Sho	Valley Cinem
Wellesley .....	Bubert's Photo Supplie	
	Pond's Camera Stor	
West Lynn .....	The Snap Sho	
Worcester .....	Harvey and Lewis Co	
	Arthur Burto	
	Wheaton, I	

**MICHIGAN**—Adrian ..... Adrian Camera Sho

Ann Arbor	Follett's Michigan Book Store	Dean's Camera Center	Great Neck	Bond Camera
	Purchase Camera Shop	J. G. Kretschmer		Marvin Leonard
	The Quarry, Inc.	Hanke Rexall Drug	Hempstead	Albee Camera Exchange
Battle Creek	Krum's, Inc.		Hicksville	Eastern Camera Exchange
Bay City	Michigan Photo	NEVADA—Las Vegas	Huntington	Eastern Camera Exchange
Benton Harbor	Barnard Drug Store		Huntington Station	Morai Service, Inc.
Birmingham	Goodman and Goldbaum	NEW HAMPSHIRE—Hanover	Idlewild Airport	Enell Enterprises
Bloomfield Hills	Birmingham Camera Shop		Jersey Heights	Center Camera Stores
Dearborn	Miner's	Exeter	Lake Success	Archie Masters
Detroit	Acme Camera Exchange	Manchester	Lawrence	Ace Photo Labs
	Alvin Camera Exchange		Long Island City	A. C. Camera Exchange
	Cole & Irwin Jewelers	Nashua	Lynbrook	Arnee Camera Exchange
	Davidson Brothers		Manhasset	Arrow Photo Shop
	Detroit Camera Shop	Portsmouth		Newberry's
	Paul Gsch Photography		Manhattan	Abercrombie and Fitch
	Garrick Photo Supply	NEW JERSEY—Atlantic City		Advance Camera Exchange
	Gugula Camera Shop	Bergenfield		Alian Camera
	Guild Camera Shop	Bridgeton		B. Altman
	J. L. Hudson Co.	East Orange		Bernard Arkin
	Lachman & Co.			Bart's Camera Mart
	Lobby Hobby	Elizabeth		Joseph Baruch Photo Supply
	Padover Industrial	Englewood		Bolar Camera Stores
	The Photo Shop	Fair Lawn		Broadway Camera Exchange
	Pointe Camera Shop	Hackensack		Broadway Camera Shop
	Seven Mile Camera Shop			Arbut
	Silhouette Camera Shop			The Camera Barn
	Village Camera Shop			The Camera Box
Ferndale	A - D Camera Shop	Irvington		Camera Cade
Flint	Harry's Camera Shop	Jersey City		Camera Craft 42nd Street
	I & B Dist.			The Camera House
Grand Rapids	Arden's Drive-In Photo Mart			Camera Land, Inc.
		Linden		Camera Place
	The Camera Center			Camera Showcase
Grosse Pointe	Camera Center	Livingston		Carlyle Camera Corp.
Grosse Pointe Woods	Studio Camera Shop	Maplewood		Chinatown Camera
Highland Park	Neider Camera Shop	Mercerville		Circle Foto
	S. & M. Appliance Photo Center	Millburn		City Camera Exchange
Holland	Wade Drug Company	Montclair		Albe Cohen's
Hudson	Klee Pharmacy			Columbus Photo Supply Corp.
Ironwood	Range Photo Service	Moorestown		Wm. C. Cullen
Jackson	Jackson Photo Center	Morristown		Davega's
Kalamazoo	Crescent Studio and Camera	Newark		D K Photo
	Marian Studio and Camera			Dunon's Camera Exchange
Lansing	Lansing Camera Shop			Empire State Foto Shop
	Linn Camera Shop, Inc.			Equitable Camera and Card
	Van's Photo Service			Falcon Camera
Marquette	Dorray Photo Finishers			Federal Camera Exchange
Midland	Community Drug			Foremost Camera Stores
Monroe	Wright Studio and Camera			Fotoshop, Inc.
Muskegon	Maelle Camera Store			Foto-View
Muskegon Heights	Radium Photo Service			Gavila Bros., Inc.
Plymouth	The Camera Shop			Gillette Camera
Pontiac	The Camera Mart			Gimble Bros.
Port Huron	Camera Craft Gift Shop			Gramery Photo Supply
Royal Oak	Dunn's Camera and Hobby			Grand Central Camera
Saginaw	Camera Center			Haber and Fink
Three Rivers	Knapp's Photo			Heins and Bolet
Warren	The Photo Center			Heinz Photo
Wyandotte	Feldman Camera Exchange			Jaydee Camera Exchange
	Gail's Office Equipment			Kenny's Camera
MINNESOTA—Duluth	The Kamera Shop			Kent Luggage
	Security Co., Inc.			Klein's
Minneapolis	Brand's Camera Craft			E. J. Korvette
	Century Camera Shops			Levinton Camera
	Dayton's			Liberty Camera
	Gopher Camera			Lotock Camera
	Jay's Cameras			Lugene, Inc.
	Leigh, Inc.			Macy's
	National Camera Exchange			Madison Camera Co.
Port Huron	Camera Craft Gift Shop			Marvin's Camera Center
Rochester	Weber and Iudd Co.			Masters
St. Louis Park	Keller Brothers			Medo
St. Paul	Fine Cameras			Merit Photo
	Finn's Cameras			Micro Photo, Inc.
	Fisher Photo Supply			E. B. Meyrowitz
	Goodman's Jewelers			Midtown Camera Exchange
	Gregory's Ramp Camera Shop			Midway Camera Exchange
	O. N. Olsen Photographic Supplies			Miniature Photo Lab
	Schuneman's			Minifilm
	Swanson's Camera Sales and Service			Modern Photo Store
Winona	Ed Buck's Camera Shop			Mogul's
MISSISSIPPI—Jackson	Jackson Camera Center			Mooreland's
	Jasper Ewing & Sons, Inc.			New Deal Radio
	Southwest Drug Stores			New York Camera Exchange
MISSOURI—Brentwood	Deering Pharmacy			Olden Camera
Clayton	Clayton Camera Shop			Par Camera
Columbia	Smith Studio			Parker and Battersby
Jackson	H. A. Ueleke			Peerless Camera Stores
Joplin	Wingo's			Photo Center
Kansas City	Barnard's			Photographic Enterprises
	Crick's Camera Shop			Photographic Fair Ltd.
	Elko Photo Products			Photo Mart Ltd.
	Gateway Sporting Goods			Photo Service, Inc.
	Midland Camera Supply			Popular Photo Stores, Inc.
	Music Mart Camera Center			Ritz Camera
Maplewood	Harper Pharmacy, Inc.			Royaltone, Inc.
	Vaz's Camera Shop			Sanders Camera Shop
St. Joseph	Cook's Camera Shop			Snapshot Stores
St. Louis	Atlas Jewelers Co.			Star Camera Exchange
	Avenue Camera Store			Tower Camera Exchange, Inc.
	Bader's			Trinity Talking Machine Co.
	Erker Optical Co.			Unicam Camera
	Famous-Bar Co.			United Camera Exchange
	Jefferson Camera Shop			Wall Street Camera Exchange
	Kay's Photo and Optical Co.			Warman Photo Service
	W. Schiller and Co.			Willoughby's
	Stanley Photo Service			Windsor Camera Exchange
Springfield	Ozarks Camera Center			Franswin Pharmacy
Washington	Fan Photo Service			New Hyde Park
MONTANA—Billings	Kasper's Photo Shop			National Photo
Bozeman	Photo Gift Shop			Port Washington
Great Falls	Barber's, Inc.			Eastern Camera Exchange
Hamilton	Robert's Book Store			Village Camera Stores
Helena	Jordud Photo Shop			Rego Park
NEBRASKA—Lincoln	Miller and Paine, Inc.			Alexander's
	Carl S. Baum			Lipschutz Stationery
	Calandra Camera Co.			Rockville Camera Center
				Southampton
				Morris Studio
				Stony Brook
				Martin's
				Syosset
				Davega's
				West Hempstead
				Whitestone Camera

## NEW YORK STATE

Albany	Albany Camera Shop	Cleveland	York Camera Shop	Duquesne	King's Jewelry
	Alexander's Photo Store		Bryar Photo Supply	Easton	Easton Camera Center
	Berna Camera Store		Camera Craft	Erie	Sterling's
Binghamton	L. F. Hamlin, Inc.		The Dodd Company		Duggan Rider
	Stickley-Silver, Inc.		Hemming's Photo Supplies		Erie Camera Center
	Tuthill's		Jordan's Camera Supply	Gettysburg	Hoffman Camera Shop
Bronxville	Bronxville Camera Shop		Lester Camera Co.	Greensburg	Dave's Photo Supply
	Steinmann's		Merka Jewelry and Photo		Greensburg Photo Supply
Buffalo	ABC Photo Supply		Mil Mor Enterprises, Inc.		Perfection Photo Company
	Buffalo Photo Materials		The Photo Shop	Harrisburg	James Lett Company
	Delaware Camera Mart		Prentice-Price Inc.		Penn Photo Service
	Film Mart		Reitman Camera Exchange	Hathboro	Noel Boggetti
	Haefner Photo		Bexley Camera	Hazleton	Cosgrove Camera Shop
	Lafayette Camera Store		Budd and Company	Jenkintown	Photo Spot
	Maurer's Photo Supply		Capitol Camera Co.	Johnstown	Johnstown Photo Supply
	Plaza Camera Shop		Chick's Camera Exchange		London Stores, Inc.
	E. Rech Photo Supply		F. and R. Lazarus Co.	LANCASTER	Jaffee Cine
	United Projector and Film Corp.		Don McAlister Camera Co.		Richard's Photo
	University Camera Center		Joe Modes and Company	Lewistown	Rubin Brothers
Ellenville	Balotin	Cuyahoga Falls	Sabino Pharmacy	McKeesport	Brenner Photo Supply
Elmira	B and C Photo Supply	Dayton	Gerby's Pharmacy		Roger Russell
	Wells Photo Supplies		Dayton Camera Shop	Monroeville	Loreski's Photo
Elmsford	Masters		Malone Camera Stores	Mount Union	Klinger Store
Glens Falls	Lapham's, Inc.		Rike-Kumler Co.	Newcastle	King's
Harrison	Terranova Photography		Salem Camera Company	New Kensington	Ken Kamera
Haverstraw	Haverstraw Camera Mart		South Park Photo Shop	Norristown	Norristown Camera
Hornell	Memory Camera Shop	East Liverpool	Burlick's		Charles J. Shoulberg
	C. B. Smith, Inc.		Don Eckert's Camera Mart	Northumberland	Rea and Derick
Ithaca	Ithaca Photo Supply	Elyria	Loomis Camera	Philadelphia	M. A. Abuove
Jamestown	Peerless Photo Service	Euclid	Demshar and Sons, Inc.		Albion Color Research
	Lockwood's		Photo Mart		Bar's
Larchmont	Larchmont Fotoenter	Fairborn	Fairborn Camera Shop		Basco Jewelry, Inc.
Little Falls	Gregorka's Camera	Fairview Park	Neilson's Camera Shop		Commercial Photo Service
Lockport	Jay's Camera Shop		Townsend's Melody Lane		Dedaker's Camera Shop
Mamaroneck	Caruso Photo Service	Garfield Heights	Neilson's Camera Shop		Foto Mart
Mount Kisco	Fox and Sutherland	Kettering	Photo Leo, Inc.		Oscar H. Hirt
Mount Vernon	Camera Mart	Lima	Amphoto Supply		Klein and Goodman
Newburgh	Baxter's Camera Shop		Mack Camera Store		E. J. Korvette
	General Photo Supply	Mansfield	Mansfield Photo Supplies		Kosmin's Camera Exchange
	Seaman's		Snyder Camera Shop		Joseph S. Livengood
New Rochelle	Camera Craft Stores	Marietta	Marietta Office Supply		Malena Company
Niagara Falls	Lindsay Photo Service	Martins Ferry	Zimmerman's		M. and H. Sporting Goods
Nyack	Nyack Camera	Massillon	Massillon Camera Shop		Mid City Camera Exchange
Oneonta	The Camera Center	Medina	E. A. Nelson Camera		Pearson's
Poughkeepsie	Brackett's	Middleton	Davidson Camera Shop		Peerless Camera Stores
	Arax Photo Supply Co.	Oberlin	The Stefan Studio		Perfect Photo Service
	State Studio and Camera Shop	Port Clinton	Curt's Camera & Hobby		Photo Cine Corp.
Rochester	Hahn Photo Center		Mitch Studio and Camera		Potter Camera Shop
	Le Beau Photo Shop	Sandusky	Gainesborough Studio		Rosenfeld Photographic Supplies
	Sibley's	Shaker Heights	Otto G. Graef, Inc.		John Wanamaker
	State Studio and Camera Shop	Tiffin	Sayer Camera Studio		Williams, Brown and Earle
Rome	M and S Photo Supply, Inc.	Toledo	Bachren Photo Co.	Pittsburgh	Almoro Photo Studio
Scarsdale	E. J. Korvette		Gross Photo Mart, Inc.		Camera Exchange, Inc.
Schenectady	Berna Camera Store		Neumann Brothers		W. J. Clapper Co.
	Canter's Jewelers		Point Place Pharmacy		Foto Shop—Squirrel Hill
	Nate Heller		Toledo Camera Shop		Gimbel Bros., Inc.
	J. T. and D. B. Lyon	Wauson	Kolb and Son		Joseph Horne Company
	Reale's Photo	Wooster	Snyder Camera Shop		Kadet Photo Supply Co.
Suffern	Jay Law Drug, Inc.	Youngstown	King's		Kaufmann's
Syracuse	Edwards Dept. Store		Photo Eye Film Corp.		Lebanon Camera Shop
	Francis Hendricks Co.		Stanbaugh-Thompson Co.		Peerless Camera Stores
	Kamera Kraft	Zanesville	Strauss-Hirschberg		Penn Camera
	Lindner's		The Camera Shop		Triangle Camera
	Wainwright Photo Service		Herman's Studio and Camera		Trigger and Reel
	Wilson's Leading Jewelers	Duncan	Bernard Ray		Wolk's Kamera Exchange
Tarrytown	Tarrytown Camera Shop	Lawton	Hankin's Studio	Pottstown	Arrow Camera Shop
Troy	Troy Camera	Muskogee	Howard's	Pottsville	Yorkville Camera Shop
Utica	E. A. Hahn Camera Shop	Oklahoma City	Eastman Kodak Stores	Reading	Alton E. Bowers
	Tracy Camera		Pipkin Photo Service		W. F. Drehs
Watertown	Severance Photo, Inc.		Reeves Camera Store	Seranton	Seranton Photo Shop
White Plains	Alexander's	Tulsa	Engler's Photo Supply	Sharon	King's
	The Camera Shop		Kirkpatrick's		Rembrandt Camera Shop
	Colortone Camera		Looboyle Wholesale Jewelers	Shippensburg	Kuhn's Studio
	Amherst Camera Shop		Massey's Inc.	Shoreham	The Camera & Hobby Shop
Yonkers	Klein's		Oertle's Wholesale Drug Co.	Uniontown	Photograph, Inc.
	Starnes Jewelry	OREGON—Baker	Rochester Photo	Washington	Gilson Photo Center
Asheville	Ball Photo Supply		Levinger's Rexall Drug		S. A. Meyer
	Camera House		Coe's Bay	Wilkes-Barre	Boston Store
	National Photo Supply		Coquille		Ace Hoffman Studios
	Camera Corner		Barrows Drug		Hurjax Photo Supplies
Burlington	Simpson Photo Service		King's Jewelry Co.	Williamsport	Hoyer's
	Holly Smith		Coburn Film Shop	York	Masters
	W. I. Van Ness and Company		Dot Dotson's		Swigart's Photo Service
Fayetteville	Tyler Ness & Camera Shop		Henry Lowery Fine Cameras	RHODE ISLAND—Newport	Bellevue Came
Greensboro	Carolina Camera Center	Grants Pass	Artercraft Camera Shop		Pawtucket
Raleigh	Capital Camera Shop	Klamath Falls	Leo's Camera Shop		J. E. Brennan & Co.
	King Photo Supply	Medford	Underwood Camera Shop	Providence	Adler's Inc.
Shelby	Harold A. Elliott Jewelers		Anders Photo Shop		Alman's Photo Supply
Winston-Salem	Bocock-Stroud		Brainerd Studio Camera Shop		Bellin-Wood Photo Service
	Murphy's Camera Center		Hudson's Rogue Camera Shop		Metropolitan Photo Supply
	Osborn Studio		The Town Shop		Starkeyweather and Williams
NORTH DAKOTA—Dickinson	Epko Film Service	Pendleton	The Camera Mart		United Camera, Inc.
	Ness Epko, Inc.	Portland	J. K. Gill Company	Westerly	Payne Motion Picture Services
Grand Forks	Reub's Minut Cameras		Lipman Wolfe Company	Woonsocket	Yvonne's Photo
Minot	Strauss Brothers		Maurice Hedge		
			Meier and Frank	SOUTH CAROLINA—Charleston	Norvell's Camera Exchange
			Northwestern Drug Co.		Carolina Camera Shop
			Sammy's Camera Shop	Columbia	Five Point Camera Center
			Sand's Camera Shop		Palmetto Pictures, Inc.
			Semler's Sporting Goods	Greenville	Simpson Photo
			McEwan's Photo Shop	Orangeburg	Bryant's Photographic
			Meier & Frank Co.		
			Gerlach's Drug Store	SOUTH DAKOTA—Rapid City	Gamble's
			Columbia Photo Service		Jack's Camera Shop
PENNSYLVANIA—Allentown	Classic Photo Lab			Rapid City	Photo Art Center
	Hess Bros.				Harold's Photography
	K. Photo Service			Sioux Falls	Bill Pay's Camera Stores
	George E. Phillips				
	The Camera Shop			TENNESSEE—Chattanooga	Camera and Craft
	MacCallum Stores				T. H. Payne Company
	W. Robert Swartz				Violet Camera
	Paramount Photo			Knoxville	Myers Camera Store
	Bob's Photo Shop				Rich's Inc.
	Carl's				Snap Shops Inc.
	Nichols Photo			Memphis	Bob's Camera Store
	Camera Shop				Ed's Camera Shop
	Hopie's				Sam Hayes Photo Shop
	E. J. Korvette				Hunt's
	The Photo Mart				Julius Lewis Inc.
	Camera Clinic				Memphis Photo Supply
	Central Drug Store				W. L. Pankey
					Perel and Lowenstein

Nashville	Max Price Camera Camera Shop George C. Hurry Company McGinnis Drug Melrose Camera Center	Odessa	Odessa Camera Center Skylark Camera Co. Spooners Photo Shop San Antonio	Spokane Dry Goods Wilrobs Camera Shop Camera Shop Harold Meyer Camera Richard's Camera Inc. Tallman Drug Store Anderson's Camera Cliff Miller Camera Shop			
TEXAS—Abilene	Austin Camera Shop Busch and Sons of Texas Camera Center Amarillo	Tenaha	Bill Hayden's Shop Sterling Studio and Camera Wichita Falls	Walla Walla Yakima	Tallman Drug Store Anderson's Camera Cliff Miller Camera Shop		
Arkansas Pass	Hertner's Camera Store Conolly Drugs Austin	Texas City	King's Jewelers Dolcater's Camera	WEST VIRGINIA—Beckley	King Photo Supply The Gun Store Mann Jewelers Merrill Photo Supply S. Spencer Moore Co. Kyle and Company Neales Drug Lipson's, Inc. Honaker, Inc. Mack and Dave's Ma Del Studios Cohen Drug Co. Carr Photo Service Bernie Glenn's King's Kirk's Photo Art Store Club Photos		
Beaumont	Stutman Photo Service Majestic Photo Finisher Bellaire	UTAH—Logan	Cardon Jewelry Allen Inkley, Inc. Sports Shop Allen's Photo Supply Allen's Photo Supply Maurice Anderson Men's Shop Auerbach's Camera Shop Deseret Book Co. Ecker's Shipley's Standard Optical Co. Zink's	Clarksburg Elkins Fairmont Huntington	South Charleston Weirton Wheeling White Sulphur Springs		
Brownsville	Rogers Cull's Camera Goltzman Luggage and Camera Taylor Bros. Dobbs House Inc. Lone Star Camera Longhorn Camera Marlow's Neiman Marcus Pete's Photo Shop Super Tex Camera Store Village Camera Shop Wynwood Camera Donna	VERMONT—Burlington	Camera Shop	VIRGINIA—Bristol	Kelly and Green Cary's Camera Shop Monticello Gift Shop A. Wilson Embrey Fredericksburg Norfolk	Beloit Chippewa Falls Fond Du Lac Green Bay Kenosha Madison Milwaukee	Camera Exchange House of Cards and Cameras Ideal Photo Yagla's Padraff Photo Service Fond Du Lac Camera Center Schmitts, Inc. Maxwell's Inc. Meuer Photostore House Cameras, Inc. Central Film Lab The Darkroom, Inc. Gimbel's Krown Cameras Co. Herman Kupper, Inc. Photostart Visual Service Reimer's Photo Materials Bob Sacks Camera Wack Sales Co., Inc. Jim's Camera Shop The Photo Crafts Wick's Photo Center Gene's Photo & Camera Shop The Camera Center Joseph Hannon Marshall Field Wauwatosa Camera John E. Daly Drugs
Corpus Christi	Cull's Camera Goltzman Luggage and Camera Taylor Bros. Dobbs House Inc. Lone Star Camera Longhorn Camera Marlow's Neiman Marcus Pete's Photo Shop Super Tex Camera Store Village Camera Shop Wynwood Camera Donna	VERMONT—Burlington	Camera Shop	VIRGINIA—Bristol	Kelly and Green Cary's Camera Shop Monticello Gift Shop A. Wilson Embrey Fredericksburg Norfolk	Beloit Chippewa Falls Fond Du Lac Green Bay Kenosha Madison Milwaukee	Camera Exchange House of Cards and Cameras Ideal Photo Yagla's Padraff Photo Service Fond Du Lac Camera Center Schmitts, Inc. Maxwell's Inc. Meuer Photostore House Cameras, Inc. Central Film Lab The Darkroom, Inc. Gimbel's Krown Cameras Co. Herman Kupper, Inc. Photostart Visual Service Reimer's Photo Materials Bob Sacks Camera Wack Sales Co., Inc. Jim's Camera Shop The Photo Crafts Wick's Photo Center Gene's Photo & Camera Shop The Camera Center Joseph Hannon Marshall Field Wauwatosa Camera John E. Daly Drugs
Fort Worth	Reed's Photo Mart The Camera Shop Fort Worth Photo Supply Goldstein Brothers Seymour's Photo Center Stripling's Henry's Book Store Carroll Camera Co. Dugan Drug Foley Bros. Dry Goods Houston Photo Supply, Inc. John's George Lange and Co. Oshman Outdoor Stores P. S. Photo Shop Sharp Camera Co. Southwestern Camera Star Electric and Engineering Co. Texas Photo Supply Co. Weingarten's Longview	VERMONT—Burlington	Camera Shop	VIRGINIA—Bristol	Kelly and Green Cary's Camera Shop Monticello Gift Shop A. Wilson Embrey Fredericksburg Norfolk	Beloit Chippewa Falls Fond Du Lac Green Bay Kenosha Madison Milwaukee	Camera Exchange House of Cards and Cameras Ideal Photo Yagla's Padraff Photo Service Fond Du Lac Camera Center Schmitts, Inc. Maxwell's Inc. Meuer Photostore House Cameras, Inc. Central Film Lab The Darkroom, Inc. Gimbel's Krown Cameras Co. Herman Kupper, Inc. Photostart Visual Service Reimer's Photo Materials Bob Sacks Camera Wack Sales Co., Inc. Jim's Camera Shop The Photo Crafts Wick's Photo Center Gene's Photo & Camera Shop The Camera Center Joseph Hannon Marshall Field Wauwatosa Camera John E. Daly Drugs
Lubbock	Sound Photo Sales Co. Cavanaugh-Peden Drug McAllen	VERMONT—Burlington	Camera Shop	VIRGINIA—Bristol	Kelly and Green Cary's Camera Shop Monticello Gift Shop A. Wilson Embrey Fredericksburg Norfolk	Beloit Chippewa Falls Fond Du Lac Green Bay Kenosha Madison Milwaukee	Camera Exchange House of Cards and Cameras Ideal Photo Yagla's Padraff Photo Service Fond Du Lac Camera Center Schmitts, Inc. Maxwell's Inc. Meuer Photostore House Cameras, Inc. Central Film Lab The Darkroom, Inc. Gimbel's Krown Cameras Co. Herman Kupper, Inc. Photostart Visual Service Reimer's Photo Materials Bob Sacks Camera Wack Sales Co., Inc. Jim's Camera Shop The Photo Crafts Wick's Photo Center Gene's Photo & Camera Shop The Camera Center Joseph Hannon Marshall Field Wauwatosa Camera John E. Daly Drugs
Midland	Britten's Midland Camera Shop New Braunfels	VERMONT—Burlington	Camera Shop	VIRGINIA—Bristol	Kelly and Green Cary's Camera Shop Monticello Gift Shop A. Wilson Embrey Fredericksburg Norfolk	Beloit Chippewa Falls Fond Du Lac Green Bay Kenosha Madison Milwaukee	Camera Exchange House of Cards and Cameras Ideal Photo Yagla's Padraff Photo Service Fond Du Lac Camera Center Schmitts, Inc. Maxwell's Inc. Meuer Photostore House Cameras, Inc. Central Film Lab The Darkroom, Inc. Gimbel's Krown Cameras Co. Herman Kupper, Inc. Photostart Visual Service Reimer's Photo Materials Bob Sacks Camera Wack Sales Co., Inc. Jim's Camera Shop The Photo Crafts Wick's Photo Center Gene's Photo & Camera Shop The Camera Center Joseph Hannon Marshall Field Wauwatosa Camera John E. Daly Drugs
Seidell Studios Camera Shop		VERMONT—Burlington	Camera Shop	VIRGINIA—Bristol	Kelly and Green Cary's Camera Shop Monticello Gift Shop A. Wilson Embrey Fredericksburg Norfolk	Beloit Chippewa Falls Fond Du Lac Green Bay Kenosha Madison Milwaukee	Camera Exchange House of Cards and Cameras Ideal Photo Yagla's Padraff Photo Service Fond Du Lac Camera Center Schmitts, Inc. Maxwell's Inc. Meuer Photostore House Cameras, Inc. Central Film Lab The Darkroom, Inc. Gimbel's Krown Cameras Co. Herman Kupper, Inc. Photostart Visual Service Reimer's Photo Materials Bob Sacks Camera Wack Sales Co., Inc. Jim's Camera Shop The Photo Crafts Wick's Photo Center Gene's Photo & Camera Shop The Camera Center Joseph Hannon Marshall Field Wauwatosa Camera John E. Daly Drugs

## MINOX CONTEST (Cont'd)

of the film plane in the place of focus of the lens system. With extreme care, I've been able to produce grainless 16 x 20 prints. The usual exclamation I hear is, 'Are you trying to tell me that you got a picture that size from a camera that small. I don't believe it.' The silence is deafening when I turn the print over and they see the 8 x 11 mm contact print in the center of the back.

"You have a good product in Minox, and I bet your best advertising is from owners like me that keep bragging about it." All your editors can add is . . . he's so right!

Your editors join Mr. Don Thayer

in expressing our sincere appreciation to all of you everywhere who helped make the Third Minox Photo Contest an outstanding success. Your overwhelming enthusiasm has already started us planning the Fourth Minox Contest . . . and next time, we hope we can list YOU as one of the winners!

## MINOX CLUBS(Cont'd)

are growing in number in the greater Boston area, and this Club has led to the very helpful mutual exchange of ideas. Boston Minoxers who might be interested in joining may contact Mr. Arthur Frank at 14 Linda Lane, Newton Highlands, Mass. or by calling BIGelow 4-3990.

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



**KLING PHOTO CORPORATION**

NEW YORK 10, N.Y. • LOS ANGELES 46, CALIF.



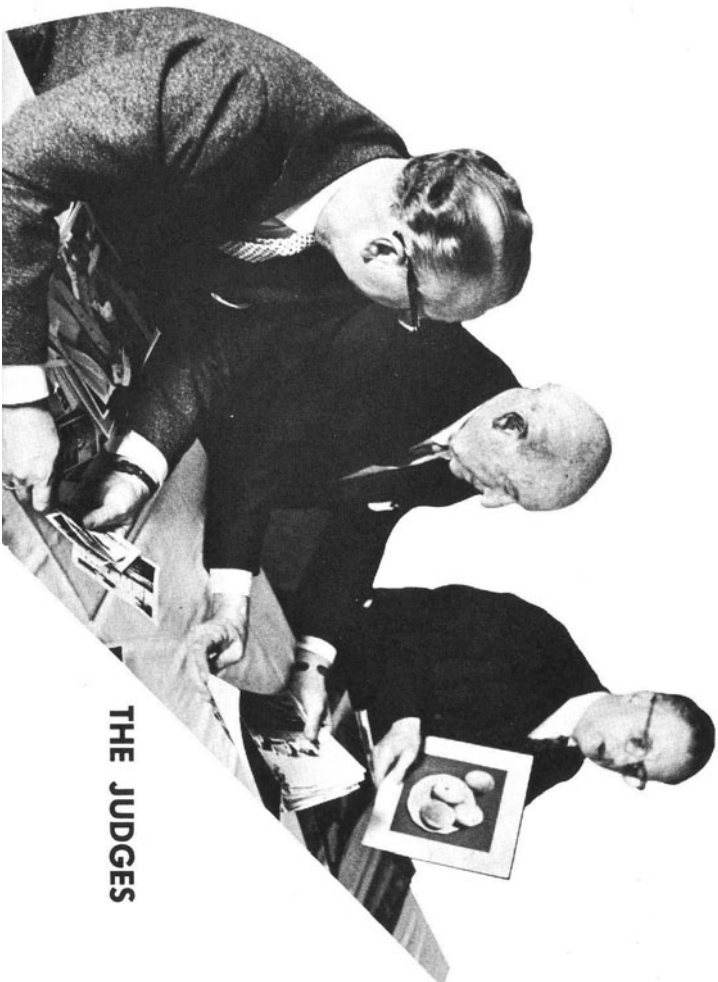
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PLEASE DO NOT SEND PHOTO FINISHING ORDERS TO KLING.**





# MINOX MEMO

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Form 3547 requested



THE JUDGES

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**PAID**  
Flushing, New York  
Permit No. 232



volume 4 number 1

## MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

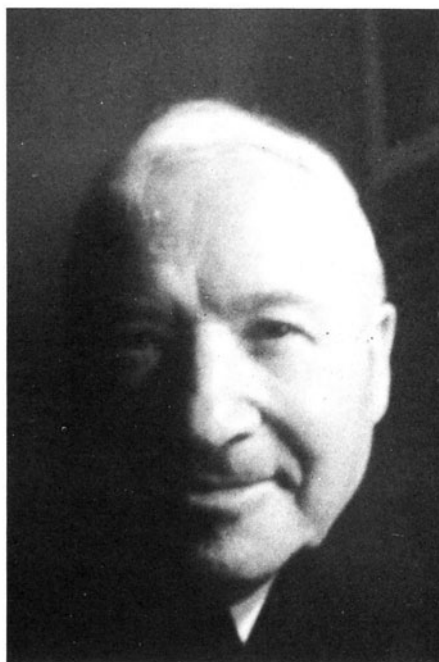
SPRING/1961

### AUTHOR AND CURATOR PETER POLLACK USES MINOX FOR WORK AND PLEASURE



Peter Pollack, former Curator of Photography at the Art Institute of Chicago, practices what he preaches. In "The Picture History of Photography," Mr. Pollack's definitive work on the subject, he used more than 600 pictures to trace the development of photography from its origins to its role in contemporary society. The book was a labor of love that required seven years of the most intensive research and organization.

As indicated by the photographs



illustrating this article, Mr. Pollack is no mean Minoxer. He uses the mighty Minox to shoot artists and art objects, landscapes and interiors both here and abroad. The stunning shot at the left above is a Benin Bronze from the African Gold Coast, now in the collection of the Delgado Museum, New Orleans. The striking portrait study at the right is of Max Weber, dean of American painters.

(Continued on page 8)





## MINOX ENTHUSIAST APPLAUDS ENLARGER

Mr. I. Pickell, manager of Sun Parts Distributors, Ltd., Washington, D.C., has doubled his photographic pleasure by doubling the amount of Minox equipment he owns. Long a Minox enthusiast, Mr. Pickell particularly enjoys enlarging his most successful efforts. Until recently he was getting less than satisfactory results. His delight with the results he now obtains with a recently purchased Minox enlarger prompted him to send along a few enlargements produced on his new equipment. We're reproducing one of them here and think you'll agree that none of the detail and sparkle of the tiny, 8 x 11mm Minox negative has been sacrificed in the process.

It has long been an open secret, of course, that Minoxers get best all around results by matching their Minox cameras with matchless Minox accessories. The enlarger is simply a case in point. The Minox pocket tripod, reflex viewfinder, right angle finder mirror and adjustable copying stand are all invaluable aids. Like the camera, these useful accessories are precision-engineered, and crafted by men with extraordinary skills in the manufacture of ultra-miniature camera equipment. If you've been using accessories other than those made by Minox, you might like to follow Mr. Pickell's lead and double your photographic pleasure.

## 4th MINOX PHOTO CONTEST TO GET UNDERWAY MAY 1

Warning! Don't throw anything away. You could have the winner in the 4th Minox Photo Contest, scheduled to get underway on May 1, 1961, and terminating on August 31, 1962. Don O. Thayer, President of Minox Processing Laboratories, Forest Hills, New York, has good reason for expecting this to be the biggest one of all, with literally



thousands of entries expected. Each time around this event for avid Minoxers stirs up more and more enthusiasm and attracts greater attention.

### TWO DIVISIONS

As in the past, you can't mix business with pleasure. Because the versatile Minox is widely used for both business and pleasure photography, separate contest divisions have been established for each area. Travel shots, family, portrait, animal and adventure pix are all eligible for the pleasure division; commercial, industrial and general business photographs fall into the business category. Thus, no matter what type of photography you lean toward, there's a logical place for

your entries in this highly competitive contest.

### TEN AWARDS

Duplicate prizes will be awarded to winners in both divisions as follows: **1st Prize**—Minox B Automatic Camera plus a year's supply of film, plus an inscribed Minox Trophy with gold metal Minox camera symbol (shown on page 6). **2nd Prize**—Electronic Flash with folding reflector and power pack in genuine leather carrying case. **3rd Prize**—Minox Slide Projector for black-and-white or color, with carrying case. **4th, 5th, and 6th Prizes**—Minox Adjustable Copying Stand for copying letters, book pages, etc. **7th, 8th, 9th and 10th Prizes**—Minox Right Angle Finder Mirror for around-the-corner picture taking. You'll find Contest Rules on page 6.

### THREE JUDGES

As in the past, three distinguished men in the photographic and camera world have been designated by Don Thayer as judges. The judging panel will be made up of Mr. Bruce Downes, Editor and Publisher of Popular Photography; Mr. Ralph Miller, long-time Minox enthusiast of the New York World Telegram; and Dr. Joseph D. Cooper, author of the books, "Ultra-Miniature Photography" and "The Minox Manual." Each of these men is eminently qualified to sit in final judgment on the thousands of entries that are expected and together they represent a wealth of experience that would be hard to match.



## WORLD'S LARGEST SALAD MINOX'D

There's no job too small or too big for the Minox. And here's pictorial evidence.

The world's smallest precision camera was used recently to shoot the world's largest salad. (Most people toss salads, Minox owners shoot 'em.) The charming Minoxer shown in action at the left and on the opposite page is Mary Ann LeJoie, a photographic and highly photogenic model who appears in all retail ads for Hillman's, a leading Chicago food store chain.

The occasion, as suggested, was the shooting of a gargantuan salad for use in a Hillman's ad featuring salad greens and the makings. Miss LeJoie, who is so often aimed at by cameras, likes to take dead aim herself on occasion. She took advantage of this Mutt and Jeff situation to catch the enormous salad in all its tempting and oversize freshness in a series of color shots. The limitations of a black and white Minox Memo prohibit us from reproducing Miss LeJoie's color shots, but we're in the debt of Rose and Mayer, Chicago photographers in whose studios the shots were taken, for catching Miss LeJoie in the act of proving that no job is too big for the mighty Minox.

A portion of the ad itself, as it appeared in the Chicago daily newspapers, is reproduced on the opposite page. It's a lot of salad, all right. But then, the 3¼ ounce Minox is a lot of camera.

# summertime... when good eating is easy

Here's Hillman's happy plan for making summertime meals as easy as 1-2-3. Step #1: Go to your nearest Hillman's store and head straight for our fabulous produce department with its colorful display of fresh-from-the-garden vegetables for crisp, refreshing salads... orchard-fresh fruits for delightful desserts. Step #2: Stop off in our grocery department and select savory salad dressings, vinegars and oils from over 50 varieties. Step #3: Wheel your shopping cart into our ready-cooked foods shop and choose from a mouth-watering selection of ready-cooked main dishes and freshly-prepared salads. And while you're about it, don't overlook more than 200 frozen foods and beverages for delicious meals-in-minutes, a tempting variety of smoked fish and other conveniences for add-on to your summertime meals... Chicago's greatest selection of simple-to-prepare and ready-to-serve foods just made for you and easy living!

ALL ITEMS IN THIS AD FOR SALE: THURSDAY, FRIDAY AND SATURDAY—JULY 28, 29 AND 30



sweet, very ripe and luscious

**CALIFORNIA  
NECTARINES** 2 lb. **29¢**

from California—sweet

**RED  
PLUMS** 2 lb. **29¢**

California perfect, garden-fresh

**SLICING  
TOMATOES** lb. **19¢**

**BIBB LETTUCE** a special salad treat lb. **29¢**

**CUCUMBERS** firm and crisp 3 for **19¢**

**CELERY HEARTS** from Michigan, hand-cut bunch **25¢**

**CURLY ENDIVE** an added salad attraction lb. **10¢**



# HILLMAN'S

## SEND US A STORY FOR THE MINOX MEMO

The editors of the Minox Memo make every effort to keep its contents lively, interesting and helpful to its readers. While the material used comes from many sources, the richest, most rewarding stories come from the readers themselves. This is as it should be and we are always interested in receiving material from the people for whom the Minox Memo is published. Why not send us the makings for a story in an upcoming issue? As a reader of the Minox Memo, you're familiar with the type of material that's of greatest interest—unusual pictures taken under any and all circumstances, human interest stories involving the Minox and the people who use it, anecdotes, useful side-lights on the use of the camera that you may have discovered yourself. In a word, Minox Lore. The editors will be glad to consider any and all material submitted and Minox Processing Laboratories will send a free roll of the new Agfa CN-14 film to anyone whose story is published. Please send your contributions to The Editors, Minox Memo, c/o Herbert Baker Advertising, 737 No. Michigan Ave., Chicago 11.

## YOUTHFUL MINOX GETS EARLY START

What's the best age at which to introduce your children to the delights of the Minox? Apparently there is no minimum age limit. Jann Hellyer, daughter of Mildred and George Hellyer, Minox dealers in New Bedford, Mass., began agitating for a Minox of her own at age 5. Her parents, feeling that Jann's interest in a camera was no more than a passing childish fancy, gave her a small, cheap camera they happened to have around the store.

It wouldn't do and Jann continued her relentless campaign to own a Minox. Recently she delivered to her parents a piece of paper on which she had drawn a Minox and written the following message: "I like minox because it is so small and easy to carry and you don't have to change the film so often. It is so easy to carry that you can take a picture of someone and they won't know it." That did it. On her 8th birthday, Jann was given a Minox B by her parents. Word reaches us that she is now the happiest little girl in New Bedford.

## CONTEST RULES

Shown at the right is the handsome Minox Trophy with gold metal Minox camera symbol that will be awarded to first place winners in both divisions of the 4th Minox Photo Contest. Now is the time to start assembling your best photographic efforts for the competition. Contest rules follows:



1. Prints must be Minox photographs taken between May 1, 1961 and August 31, 1962.

2. Entries should be mailed to the Minox advertising agency, Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Fourth Minox Photo Contest."

3. All entries must be postmarked prior to midnight, August 31, 1962.

4. Print size must be  $2\frac{1}{4}$ " x  $3\frac{1}{4}$ " or larger. Negative must be available for future prize prints.

5. Enter as many prints as you wish in one or both divisions of contest.

6. Each print submitted must contain the following information on back:

a. Classification of entry—either "Business" or "Pleasure."

b. Contestant's name, address, city.

c. Type of film used.

7. Minox photographs entered in the "Pleasure" classification will be judged on interest and artistic superiority.

8. Minox photographs entered in the "Business" classification will be judged on useful application of Minox to business or industry.

9. Prize-winning pictures become the property of Minox Processing

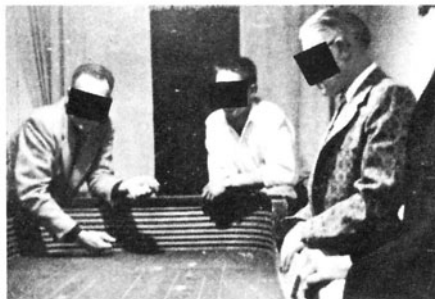
Laboratories and must be released for publicity purposes.

10. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies and members of their families are not eligible.



**Above**—First prize in the Pleasure Division of the First Minox Photo Contest, "Rest a Bit," by Joe J. Marx, Loveland, Ohio.

**Below**—First Prize in the Business Division of the First Minox Photo Contest "Illegal Gambling," by Ray Jones, Salt Lake City, Utah.





## NOW THERE ARE FOUR MINOX PRINT FINISHES

With the addition of silk screen, Minox Processing Laboratories now offers a choice of four finishes for your black-and-white Minox prints. Egg shell, mat white and glossy finishes are also available, and Minox offers 3-day custom service. Skilled laboratory technicians, working in stainless steel, air-conditioned, dust-free laboratories are your assurance of the very finest in factory approved black and white developing, color processing, prints and quality enlargements. Play it safe with your precious Minox film. Insist that your dealer send it to Minox Processing Laboratories. They know Minox best.

## DETECTIVE STORY

Minox furnishes the evidence in West Germany. Word reaches us from Camera Industries of West Germany that the training of detectives in the use of the Minox camera is far more intensive than pistol training in the courses given by the Federation of German Detectives at their institute in Hildesheim. At the outset of each course, local camera stores are asked to set up a special Minox display for the detectives in training to familiarize them with the uncanny ability of the Minox camera to record convincing legal evidence. Is any further evidence needed of the legendary German thoroughness and attention to detail?

## COINED ANY MINOXISMS LATELY?

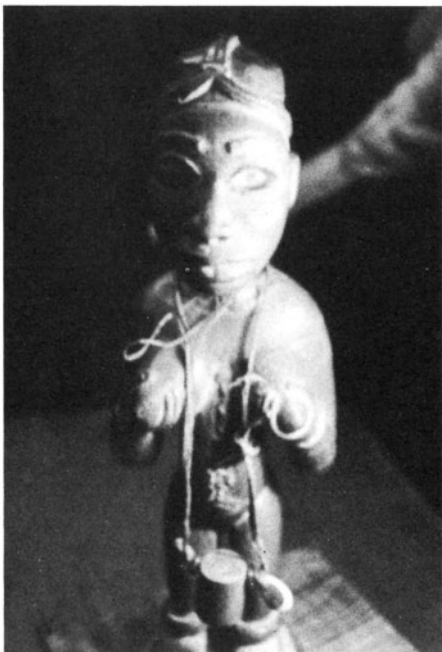
The editors of the Minox Memo are busy compiling a glossary of terms and phrases that stem from the word Minox. "Minoxer," for example. If you have any Minoxisms on the tip of your tongue, we'd be glad to include them in the Minox Glossary, soon to be published in these pages.

## MINOXER WINS 3rd PLACE IN SNAPSHOT CONTEST

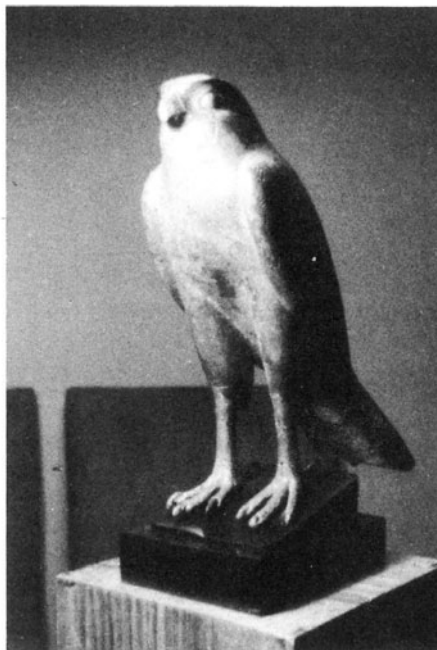
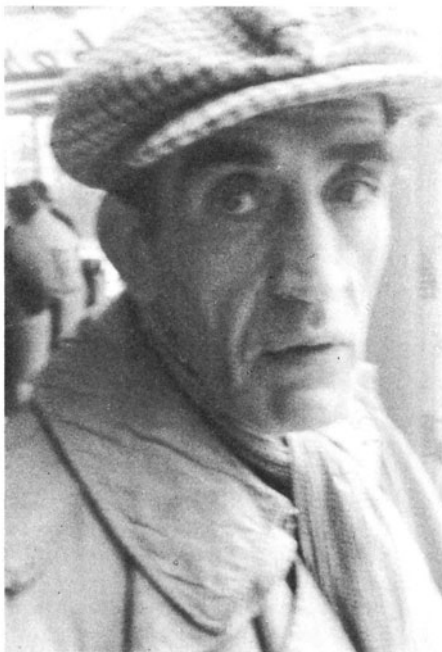


Recently, Miss Billie Roos, who likes to have a camera with her wherever she goes, bought a Minox B, thereby relieving herself of the clutter of gadgets and gadget bags. The purchase did more than unclutter Miss Roos. It enabled her to win third place in the finals of the National Snapshot Contest in the babies and children category. Miss Roos' winning entry, made on the spur of the moment, is reproduced here. It was taken in late afternoon at 1/1000 of a second on Plus-X film. Miss Roos, an addressograph operator for a Boston publishing firm who has been a shutter bug for years, gained the final judging in the National Contest by taking first place in the local competition sponsored by the Boston Globe. Welcome to the big leagues of the camera world, Miss Roos.



**PETER POLLACK***(Continued from page 1)*

Mr. Pollack used his Minox freely in the photographic research required for his historical work, and a number of the Minox shots were used to illustrate its pages. Three more of his striking camera studies are reproduced here. At upper left is a Bakonga wood carving of a fertility figure from Africa, which is in Mr. Pollack's private collection. Julio de Diego, noted contemporary American artist is shown at lower left. And flanking him is an Egyptian Horus (the hawk-headed god of day) dating back to 1500 B.C. and now residing at Chicago's Field Museum. "The Picture History of Photography" by Peter Pollack is published by Harry N. Abrams, Inc. of New York, publishers of fine art books, and retails for \$17.50. The editors of your Minox Memo highly recommend it.



## MINOX CLUBS ACTIVE

It's spring and more Minox Clubs are blooming. In Kansas City, Mo., Mr. L. E. Donahoe would like to get a Minox Club off to an enthusiastic start. If you're a K.C. Minoxer, get in touch with him at 2020 West 92nd Street. Mr. Eral Abel, proprietor of the restaurant bearing his name, is forming a club in San Antonio, Texas. His phone number is TAYlor 2-3358. Meanwhile, the New York Minox Club held its organization meeting at 342 Madison Ave. on January 26, with 12 indomitable Minoxers in attendance despite the worst snow storm of the winter.

If you live in any of the following cities and would like to join the happy ranks of your local Minox Club, here is a list of them to put you in touch.

c/o Bob Pierce  
Hammond Organ Studios  
2188 Lakewood Blvd.  
Long Beach 15, Calif.

Pandit's Minox Moghul's Club  
P. O. Box 817  
Santa Cruz, Calif.

c/c Stuart Katz  
1246 Pratt Blvd.  
Chicago, Illinois

c/o Arthur E. Frank  
14 Linda Lane  
Newton Highlands, Mass.

Yo H. L. Craddick  
600 Northwestern Bank Bldg.  
Minneapolis, Minn.

c/o Miss F. V. Horten  
120 W. 183rd Street  
New York 53, N.Y.

c/o Harry C. Copeland  
101 Lincoln Avenue  
Syracuse, N.Y.

## NEW AGFA CN-14 FILM PERFECT FOR SPRING AND SUMMER SHOOTING

Agfacolor CN-14 negative film, now packaged in 36-exposure Minox cassettes, is a timely arrival for spring and summer photography.

This superior film delivers sharp and brilliant color shots that capture the broad spectrum of vibrant colors with utmost realism. The extremely fine grain and contour sharpness make this film particularly suitable for shooting in the brilliant sunlight of summer days. And from the complementary color negatives, any number of color or black and white prints can be made in all standard sizes. Introduced only a few short months ago, Agfa CN-14 has already established its popularity with Minox owners.

In all America, MPL is the only source for the processing of this superior film. And, as with all other film, the service is fast and the results eminently satisfactory.



## MINOX GOES TO MOSCOW

And guess who was there? This candid closeup of Khrushchev was taken by Edward Steichen, world renowned photographer and director of the department of photography at The Museum of Modern Art in New York, while touring the capital of the Soviet Union. Judging from the activity in the background, the picture was apparently taken at a trade fair. Whatever the occasion, Mr. Steichen seems to have caught the Soviet leader in unusually good spirits. The other people in the photo are unidentified.

## NEW KODAK TRI-X PAN FILM PERFORMS BRILLIANTLY IN AVAILABLE LIGHT



Enthusiastic reports on the new, improved Kodak TRI-X PAN film have been turned in by Minox owners who have tried this film. Now packaged in 36-exposure cartridges by Minox, this film is specifically designed for taking indoor snapshots without flash and for excellent results outdoors on overcast days or in shade. It has a rating of ASA 400. TRI-X PAN is not recommended for outdoor use with the Minox in sunlight. Despite its remarkable speed, this fine film compares favorably with medium speed films insofar as graininess is concerned.

Evidence of the splendid results you can expect in available light is demonstrated by the pictures reproduced at the top of and to the right of this column. The shot at the top was taken at the recent Auto Show in Chicago, without benefit of flash. The antique show car is Ole Man River, a Checker cab built in 1922 that clocked 600,000 miles in line of duty before it was retired. The gentleman with his hand on hip and foot on the running board is David Markin, Regional Sales Manager of Checker Motors Corporation. Because of its fine performance with available light, TRI-X PAN is particularly well-suited to use at shows, conventions and business gatherings.



Attractively designed in yellow, red and black, the Kodak TRI-X PAN film package contains two cartridges of 36 exposures each.



The young man and his younger sister shown above are the children of a Chicago Minox enthusiast who has experimented widely with TRI-X PAN with highly satisfactory results.



### SPRINGFIELD MAN CAPTURES HEROIC HEAD OF LINCOLN

A prophet is not without honor in his own country after all.

The heroic head of Abraham Lincoln by the famous sculptor Gutzon Borglum, located at Lincoln's tomb in Springfield, is perhaps the subject of more tourist snapshots than any other monument to the great man in the Illinois capitol. It's gratifying to know that natives of Springfield also find it's a challenging and inspiring subject. In any case, we know of one Springfield native who does.

Mr. Carter Jenkins, a partner in the consulting firm of Jenkins, Merchant and Nankivil, has done hand-

somely indeed by Old Abe, as demonstrated by the Minox study reproduced at left. This splendid photo was given wide circulation by Mr. Jenkins and his partners who used it as one of the illustrations on their Christmas card last year in sending holiday greetings from The Lincoln Country.



### TABLES TURNED: LONDON BEEFEATER INSPECTS MINOX

Countless indeed are the number of times the Beefeaters of London, traditional guardians of the crown jewels, have been "inspected" by a Minox. Now Mr. T. W. Church, Jr. of Charlotte, North Carolina, sends us a photo taken at the Tower of London in which a Beefeater inspects a Minox. Seems fair enough.

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



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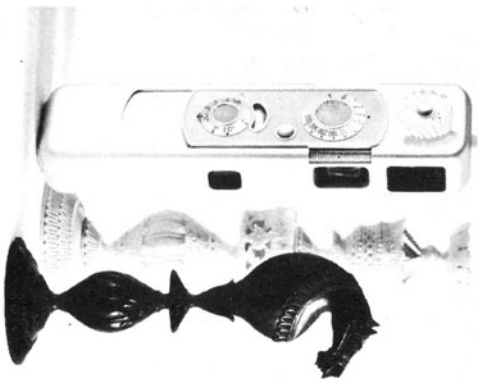




# MINOX MEMO

P. O. Box 94, Forest Hills 75, N. Y.

Form 3547 requested



**WORK IS A  
PLEASURE WITH MINOX...**

**See pages 1 and 8**

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# MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

volume 4 number 2

SUMMER/1961



## SHOOTING DUCKS WITH THE MIGHTY MINOX

On a picturesque pond in Ohio there's a breed of ducks that has no biological name. But they could properly be called Castalian Ducks. Comprised of many different species, they have one thing in common: they all spend their winters in Castalia, Ohio, on a pond that never freezes. The pond is formed by overflow from the nearby Blue Hole, which is fed by an underground river. Yet, if it weren't for the cooperation of people living in and around Castalia, the ducks would have to winter elsewhere. The pond, while it maintains a year-round temperature of 48 degrees, does not support any animal or vegetable life.

Mrs. Allen Powell of nearby

Mentor, who used her Minox to "shoot" the Castalian ducks that illustrate this story, reports that people come from far and near to observe, feed and photograph the ducks. A second place winner in the First Minox Contest, Mrs. Powell does all her own processing and enlarging. Obviously no mean photographer and technician, she is particularly partial to Minox, the first camera she ever owned. Certainly the photo shown above and those on page 8 are convincing evidence of the versatility of Minox and the remarkable results that can be achieved in shooting even such difficult subject matter as ducks in flight.

(Continued on page 8)





## NEW YORK MINOX CLUB CONDUCTS FIRST CONTEST AND EXHIBITION

Enthusiasm in the recently-formed New York Minox Club runs wide and deep. Organized only five months ago, on the night of Manhattan's worst snow storm of the year, the group has already held six lecture and discussion meetings, taken a photographic field trip to Idlewild and conducted an exhibition and prize contest for its 40 dues-paying members.

As demonstrated by the prize-winning photos of the exhibition reproduced on these two pages, the members of the New York Minox Club are more than merely enthusiastic. They're mighty handy with a Minox. The three black-and-white winners were among a total of more than fifty pictures submitted for judging. Program Chairman Gladys Chase Gilmore reports that the judges, most of whose experience has been in judging work of 35mm and larger cameras, were frankly astonished at the quality and flexibility possible with a Minox.

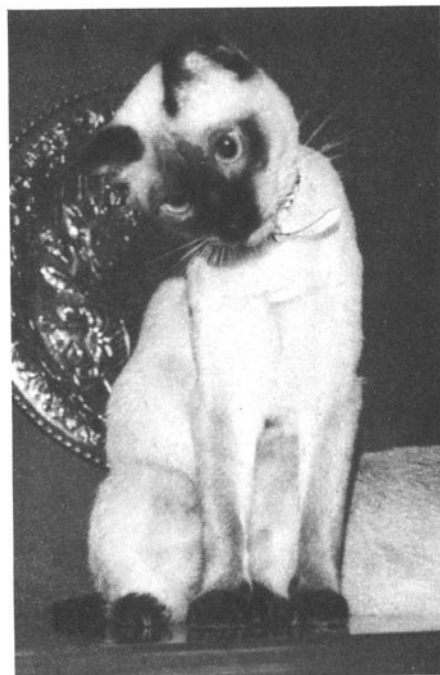
And here's an interesting sidelight. Unfortunately, we're unable to reproduce the winner in the color print division, but word reaches us that the gentleman who took it had just purchased a Minox and that the winning print was on the very first roll of Agfa CN-14 color film exposed with his new camera!

While the infant New York Minox Club is obviously robust and flourishing, the welcome mat is always out for new members. Interested New Yorkers, and we should think there would be plenty of them, can apply for membership at 342 Madison Avenue or by calling MURRAY HILL 7-5027.

**JOAN**—1st Prize. Taken by John L. Edwards with a Minox B. ASA 32 Film, 1/200 second, daylight.



**TULIPS**—2nd Prize. Taken by W. D. Gooden with a Minox III-S. PLUS-X PAN Film, 1/20 second, available light and flash fill-in.

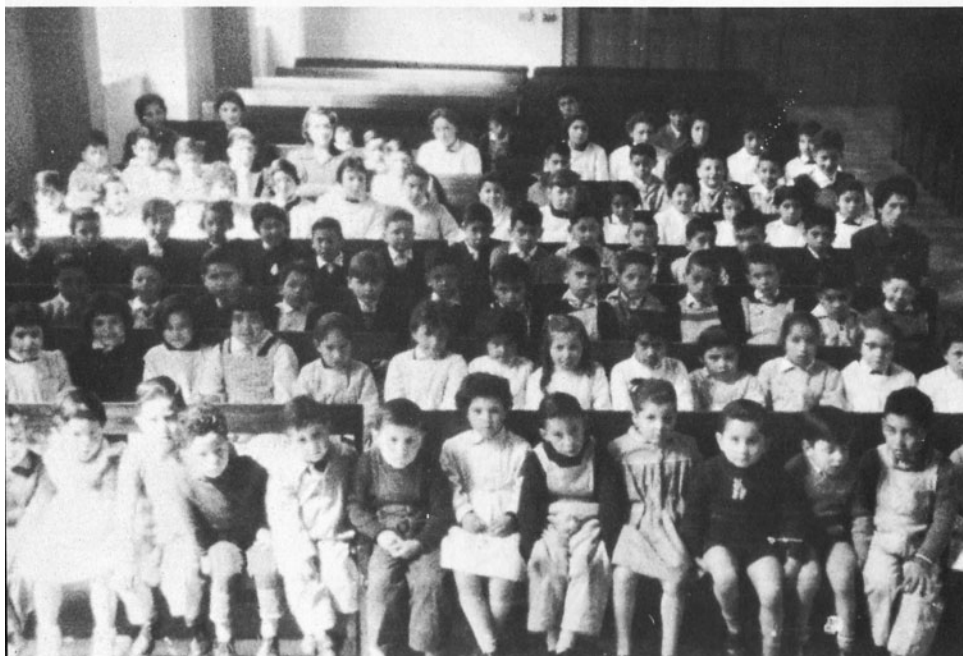


**AM I PHOTOGENIC?**—3rd Prize. Taken by Margot Shaaf. KB14 Film, 1/20 second flash.



## THE MINOX AND THE MISSIONARY

The Reverend Eugene R. Balsley, minister of The First Methodist Church of Hammond, Indiana, is an avid camera fan. He owns numerous cameras, among them a Minox. When Reverend Balsley went to Chile recently as a member of a Preaching Mission, he chose the Minox to accompany him. Everywhere he went and every time he took a picture, he was confronted with the same incredulous question: "What is that thing . . . not a camera?". Pictorial evidence, gathered in Chile, that Minox is indeed a camera is presented here. The group of ingratiating children are pupils of a Day School in Temuco; the street scene was taken during a political demonstration in Santiago. By using TRI-X PAN film exclusively, Reverend Balsley was able to bring back a fine collection of nostalgic photos, all taken by available light.



## You said it . . . the MINOX GLOSSARY

Noah Webster is said to have spent more than 20 years compiling his dictionary. The editors of the Minox Memo are hopeful that it won't take quite that long to compile the Minox Glossary. But it depends in part upon you, since we feel that the source for most Minoxisms should be the Memo's readers. We're initiating the project with the following Minoxisms, some of which were contributed by readers. How about you? Coined any Minoxisms lately? Send them along and we'll be glad to publish them in subsequent issues. The rules are simple: all Minoxisms must stem from the word "Minox."

**Minoxable**—Capable of being Minox'd; existing.

**Minoxette**—A lady who would rather be caught with her hair in pincurls than without her Minox.

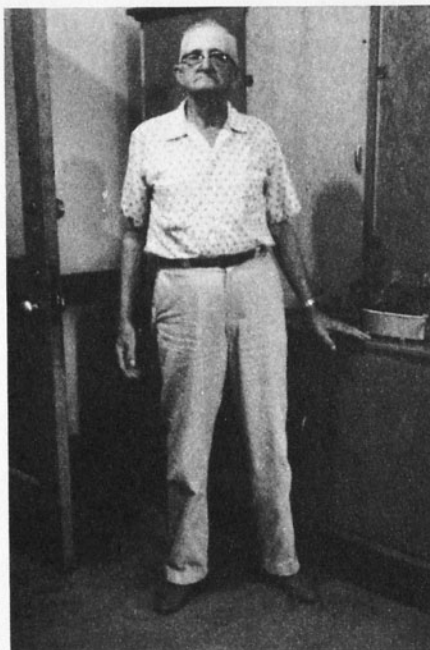
**Minoxization**—Granting of permission to use, reproduce or publish any shot taken with a Minox; usually restricted to only the best shots Minoxers take.

**Minox Men**—The photographic equivalent of the Minute Men; ready to shoot on a minute's notice.

**Minox-Minded**—The state of thinking of and looking at everything in terms of whether or not it's Minoxable.

**Minoxonia**—Any country in which the Minox is widely used; in other words, any country.

**Minox-periences**—The curious things that happen to Minoxers that don't seem to happen to other people.



## MINOX JUSTICE

It seemed only just that someone Minox the oldest Justice of Peace in the nation, and someone finally has. T. E. Arnold, 80, is serving his second term as Justice of Peace for Colorado City, Texas. The picture was sent in by Linda Worley, Judge Arnold's grand-daughter and a news reporter for station WFAA-TV in Dallas. In passing, Miss Worley comments on the growing number of attorneys and law enforcement officers who are using the Minox in their work.

## BALTIMORE CLUB FORMING

At least two residents of Baltimore are interested in starting a Minox Club, and there must be more. Samson Feldman, 700 Howard St. and Sam Rea, 407 Howard St. ask that other Baltimore Minoxers with the same interest join with them in forming the nucleus for a local club.



## FOR PETE'S SAKE!

Cats are notorious bird watchers and Pete, the black beauty shown here, has brought a new dimension to this feline pasttime. As you see, Pete watches (and watches for, we suspect) birds from the most promising perch in the world . . . a birdbath.

This photographic oddity was brought to our attention by Mrs. Ruth Drinks of Ohiopyle, Pennsylvania, who is the proud owner of both Pete and a Minox. On her way to the birdbath one morning with a bucket of water, Mrs. Drinks was dumbfounded to see Pete as you see him here. The paradox of a cat in a birdbath struck her so forcibly that Mrs. Drinks instantly decided it should be preserved on film and shared with fellow Minoxers and cat lovers. She dropped the bucket, bolted for the house and grabbed her Minox, all the while admonishing Pete to stay right where he was. And, for Pete's sake, she made it!

## 4th MINOX CONTEST OFF TO GOOD START

With the 4th Minox Photo Contest only 3 months old, entries are already arriving at a record rate. As predicted by Don Thayer of Minox Processing Laboratories, this promises to be the most challenging and exciting Minox competition yet. You could be a winner. All it takes is a really first-class Minox photo and a desire to compete. Contest rules follow:

1. Prints must be Minox photographs taken between May 1, 1961 and August 31, 1962.
2. Entries should be mailed to the Minox advertising agency, Herbert Baker Advertising, Inc. 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Fourth Minox Photo Contest."
3. All entries must be postmarked prior to midnight, August 31, 1962.
4. Print size must be  $2\frac{1}{4}" \times 3\frac{1}{4}"$  or larger. Negative must be available for future prize prints.
5. Enter as many prints as you wish in one or both divisions of contest.
6. Each print submitted must contain the following information on back:
  - a. Classification of entry—either "Business" or "Pleasure."
  - b. Contestant's name, address, city.
  - c. Type of film used.
7. Minox photographs entered in the "Pleasure" classification will be judged on interest and artistic superiority.
8. Minox photographs entered in the "Business" classification will be judged on useful application of Minox to business or industry.
9. Prize-winning pictures become the property of Minox Processing Laboratories and must be released for publicity purposes.
10. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies and members of their families are not eligible.



## USE OF THE MINOX IN ADVERTISING



# CURLEE

Fashion focus on sports coats for spring

**CURLEE clothing Co., St. Louis 1, Mo.**

**Focus on Fashion.** As indicated by the ad reproduced here, people with an eye to current style trends recognize the Minox camera as an example of good contemporary design. This arresting Curlee Clothing Company ad for sports coats appeared in the May issue of Esquire.





## DUCK SHOOT

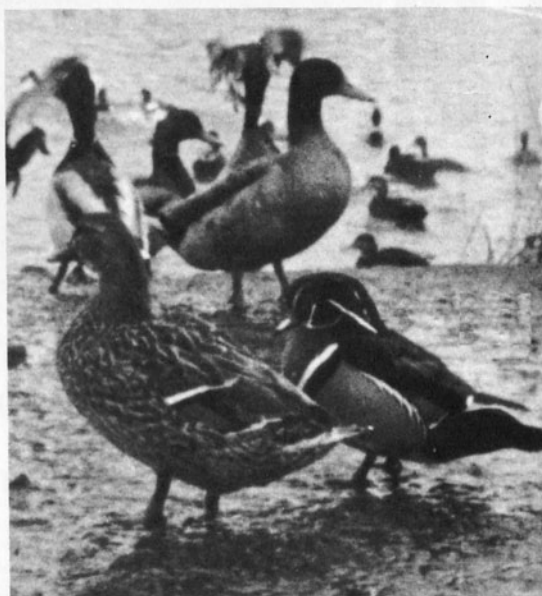
*(Continued from page 1)*

At top, a young Castalian Duck feeder inserts a coin in a corn-dispensing machine, then proceeds to her pleasurable chore. It's one more instance of the photographic interest of sequence shooting.

Everyone knows that ducks take to water, but in Castalia, as shown above, they also take to snow.

The pair shown at the right are strange bedfellows indeed. The small wood duck drake, who has assumed proprietorship of the mallard hen, guards her jealously against the attentions of the mallard drakes.

It all adds up to some plain and fancy duck shooting with Minox.

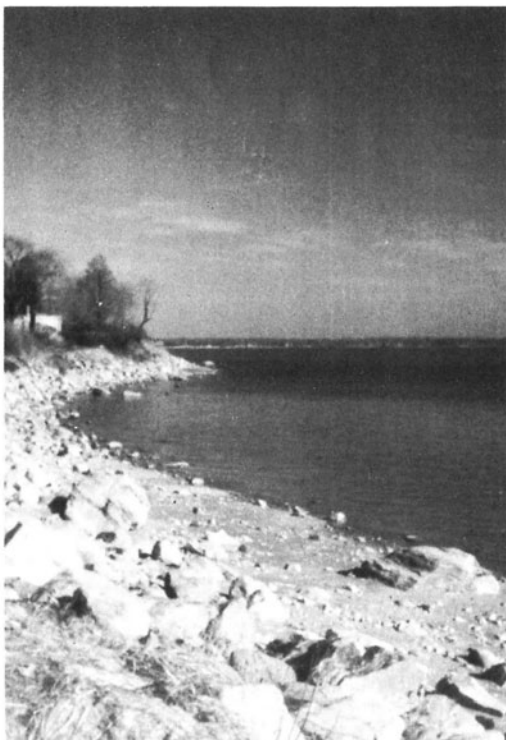


## NIGHT AND DAY WITH MINOX

People who are partial to the Minox camera advance a variety of reasons for their partiality . . . it's compactness, its versatility, its novelty as a conversation piece, the beauty of its precision craftsmanship. All of these advantages are cited by the average Minox owner. But the feature most Minoxers value most, as emphasized by Paul Corbalis of Stamford, Connecticut in a recent letter to the Memo, is the complete *freedom* a Minox affords the photographer. Freedom to take all types of pictures wherever you are, whenever you're there. In testimony to the photographic freedom his Minox provides, Mr. Corbalis forwarded a variety of shots taken under many different circumstances, in many of which any other camera would have been impractical. Two of the best are reproduced here, at the right. The night shot was taken on Times Square; the day shot is a fine study of a dab of Long Island Sound. Night and day, says Mr. Corbalis in speaking of his Minox, you are the one.

## YOUR PIX COULD BE IN THE PUBLIC EYE

It's interesting to note that nearly 75% of the material that appears in this issue of the Minox Memo was contributed by its readers. The more, the merrier, we say. Why not send along a story and a few of your own best Minox shots for a subsequent issue? There's a good chance you'll see your pix in print, and contributors receive a free roll of Agfa CN-14 film from MPL. Please send contributions to The Editors, Minox Memo, c/o Herbert Baker Advertising, 737 No. Michigan Ave., Chicago 11.





### **SUCCESS AT LAST! MAN WHO OWNS 5 CAMERAS FINALLY DISCOVERS MINOX**

What do you do next when you've spent upwards of \$400.00 on cameras, gadgetry and equipment, yet somehow can't manage to take any pictures that fulfill your photographic ambitions? Faced with this dilemma, Ira Brichta of Chicago finally bought a Minox. One roll of ASA 25 film later, his photographic frustrations were behind him.

The view at the right of Chicago's Michigan Avenue, looking south, was one of the shots on his first roll of Minox-exposed film. It restored Mr. Brichta's faith in himself as a photographer and sent his enthusiasm soaring. And it convinced him that even an amateur can achieve effects with a Minox that he couldn't hope to achieve with any other camera. These days, where Ira Brichta goes, his Minox goes.

Mr. Brichta's experience is not

an uncommon one, of course, and one of the reasons for the frustrated photographer's affection for this tiny precision instrument is the sheer simplicity of Minox photography. Shooting with a Minox is just plain easier and more foolproof.

Further evidence of the joys and satisfactions of Minoxology are shown in the mood study of Mr. Brichta's two children, William and Carol. It was shot on TRI-X PAN film with the comparatively feeble lighting of a 75-watt bulb. The interesting interior shot on page 11 of New York's Guggenheim Art Museum was taken with available light on ASA 100 film.

**GOOD MINOX STORIES?**

**SEND YOURS TO  
THE MINOX MEMO**



GUGGENHEIM — NEW YORK



MICHIGAN AVENUE — CHICAGO

## MPL OFFERS BROAD SERVICE TO MINOXERS

Agfa CN-14 film poses many special processing problems. For this reason, Minox delayed its release until the experimental and development program could be perfected. As a result, Minox Processing Laboratories of Forest Hills, is the only source in all America for processing this superior, fine grain, sharp-contour, color film exclusively for Minox. We cite the foregoing to make a point — many particular Minox owners insist on having their film processed by MPL because they're certain of the most scrupulous care and confident that MPL will bring out the best in their exposed film.

Something many Minoxers may not know, however, is the fact that MPL offers other important services. For example, MPL also mounts transparencies in 2" x 2" cardboard mounts for standard 35mm projectors. Another MPL service many Minox owners might not be aware of is the mounting of transparencies in aluminum and glass for Minox projectors.

Whatever MPL services you take advantage of, you can be sure that the work is in competent hands. It's entrusted only to highly skilled laboratory technicians, working in stainless steel, air conditioned, dust-free laboratories. As thousands of Minox owners have learned, work of a quality that matches that of the camera itself is a long-standing tradition at Minox Processing Laboratories. So be sure your dealer sends all your processing to MPL.

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



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# MINOX MEMO

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Form 3547 requested



**MINOX DUCK SHOOT**

See pages 1 and 8

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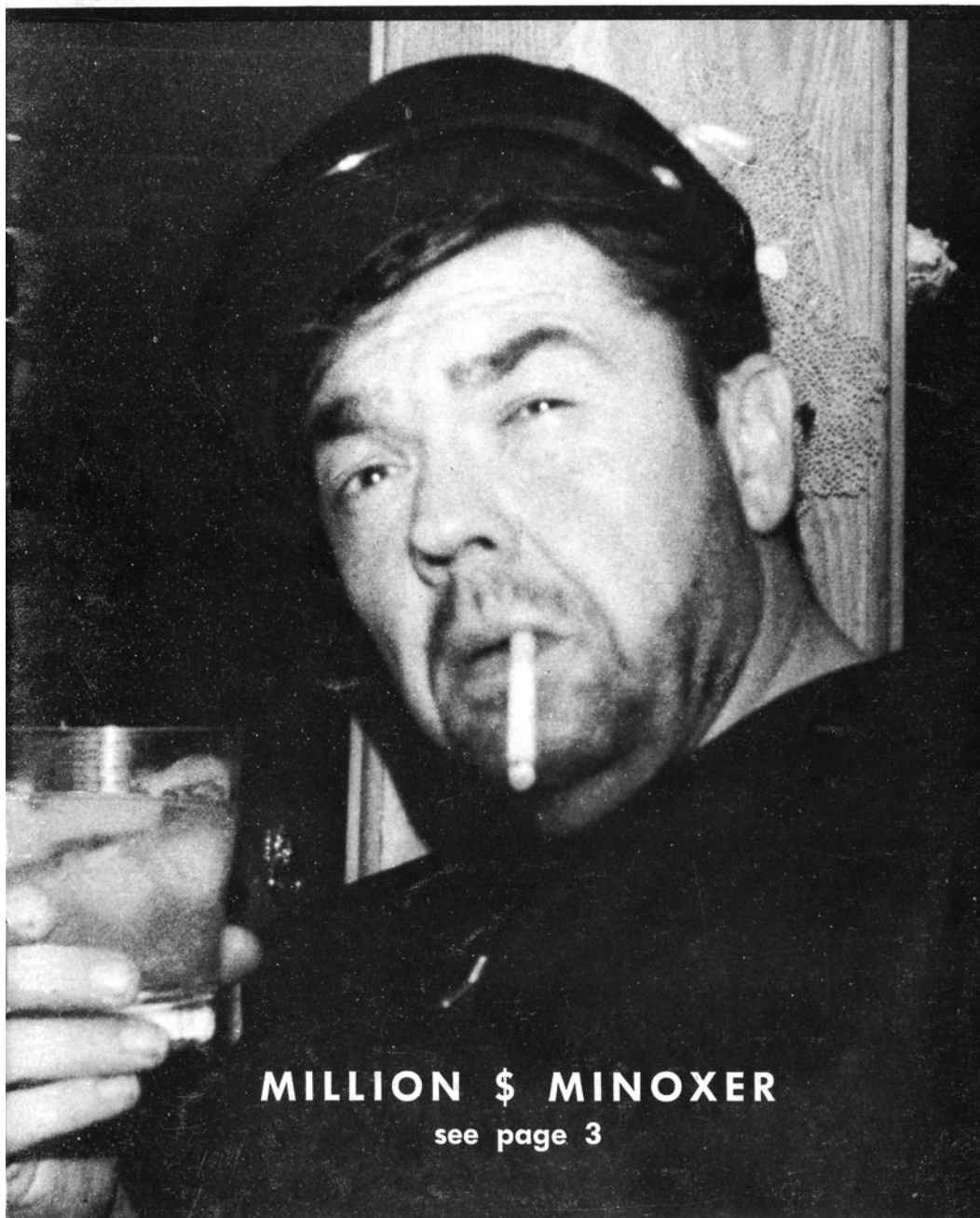


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PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

volume 4 number 3

WINTER/1961



**MILLION \$ MINOXER**

see page 3



## Introducing . . . MINOX FILTER KITS

### *Great Gift For The Minoxers Who Has Everything*



New easy-to-use filters are now available to help Minoxers take better pictures, in black-and-white and also color, than ever before. These filters supplement the two already built into the various models of Minox cameras.

Each kit contains three mounted filters and a filter holder, neatly packaged in a clear plastic case. The holder quickly snaps into place over the Minox lens. All you have to do

is slip the appropriate filter into the holder.

The Color Correction Kit can be used with both Minox B and III S models. A different black-and-white kit is used with each model.

Three filters essential for color reversal film are contained in the Color Correction Kit: regular Skylight (pink); medium Skylight (reddish); and Flash Conversion (light blue). #6205

Black-and-White "B" Filter Kit, for Minox B cameras only, contains yellow, orange and light blue filters. #6204

Black-and-White "A" Filter Kit, for model III S cameras only, contains yellow, neutral density gray and ultra-violet filters. #6206

No matter which Minox you own, two of these kits will give you all the filters needed for every possible lighting condition or special effect. Full instructions with every kit.

The chart below shows proper use and effect of the various filters.

KIT	FILTER	PURPOSE	USE WITH B&W	EXPOSURE COLOR CORRECTION
COLOR CORRECTION for both B & III S models	R3-Skylight (pink)	Eliminates bluish cast in noon sunlight under blue sky		X None
	R6-Skylight (reddish)	Eliminates heavier blue cast of subjects in shade under blue sky		X 1/2 shutter speed slower
	B6-Flash Conversion (Light blue)	For using clear flash bulbs with daylight color reversal films		X Always set shutter at '20'
B for model B	Yellow 2	Darkens sky tones; brings out white clouds	X	1 shutter speed slower
	Orange 3	Cuts haze in distant landscapes. Renders blue sky very dark; brings out clouds with strong contrast	X	1 1/2 shutter speed slower
	Flash Filter (Light blue)	Renders skin tones better in flash shots with B&W — eliminates pasty faces	X	Reduce flashing zones by 1/3; set shutter at '20'
A for model III S	Yellow 2	Darkens sky tones; brings out white clouds	X	1 shutter speed slower
	UV	Sharpens pictures that might be fuzzy from high-altitude ultra-violet radiation. (Minox B has a built-in UV filter)	X	X None
	Gray	Reduces very bright light when exposure of 1/1000 sec. is insufficient for fast films	X	X 10-time reduction in speed. (i.e., 1/200 instead of 1/2000)

COLOR KIT PRICED UNDER \$11 — B&W KITS PRICED UNDER \$10

## ACTOR PLAYS NEW ROLE WITH HELP OF THE MINOX

It's said that every comedian really wants to play the tragic role of Hamlet. It represents both a chance to get away from type-casting, and the professional urge to prove one's self in another medium.

Marvin Miller, pictured at right, is the well-known star of TV's series, "The Millionaire." He too has a yen to play off-beat roles. But he's been long identified with such dapper, smooth characters as Michael Anthony, the efficient gentleman who passes out million \$ checks.

One evening, after returning from a week-long sailing trip, Mr. Miller devised a plan to help him convince casting directors of his true versatility.

Unshaven, and still in his sailing garb, Miller loaded his Minox with ASA 100 film, set it on a tripod and attached the flash. Next, he took a glass in one hand, and with the other snapped a couple of self-portraits. Results were the "Surly Seaman," shown on our cover, and the "Bleary Boatswain" below.

Now he's really got a couple of character studies to show those casting directors!

### Always Carries Minox

Mr. Miller, by the way, has been the proud owner of a Minox for a year-and-a-half. He carries it with him on his many personal appearance tours around the country. Likes to shoot black-and-white, ASA 32 color and Agfacolor CN-14. Next time you see a rough, tough old salt on your TV screen, look twice. It may be Minoxer Marvin Miller in a new Minox-y million \$ role!



## Red Face Dept.

### WE GOOFED . . . NOT ONCE, BUT TWICE!



The Minox Memo turned Chicago around! An unfortunate production error in the Summer Memo resulted in the reversing of a photo of Michigan Avenue, Chicago's Magnificent Mile. Traffic was running backwards . . . buildings were on the wrong side of the street . . . all very confusing. Here's the photo again — larger this time — and printed properly. Our apologies to all Chicago. And especially to Arthur Rubloff & Co., realtors who helped make Michigan Avenue one of the world's showplaces.

In the same issue, we gave Pete the Cat's owner a new name. Pete, the bird-watching feline, belongs to long-time Minoxette Mrs. Ruth Trinks (with a "T") of Ohiopyle, Pa. We spelled her name with a "D" — but now we have a typewriter that spells right! Here's the latest shot of one of the world's most Minoxed felines.



## MINOXING FAST MOVING OBJECTS

This Article Excerpted From Rolf Kasemeier's Book, "SMALL MINOX — BIG PICTURES," Available From Your Minox Dealer. Price \$3.75

If you photograph a passing car using a shutter speed of a twentieth of a second, your picture will show the street, houses and trees sharp but the car will be completely blurred. When the shutter is open, the film captures all light images passing through the lens. In a twentieth of a second the car has moved a considerable distance. Its contours are distorted, its image is "swimming." This is what we call subject movement in a picture.

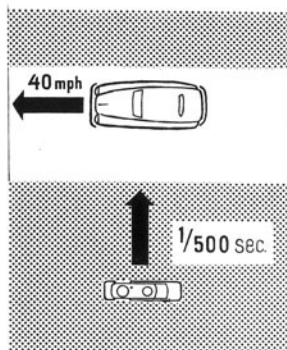
When looking at a blurred enlargement it is easy to tell if the trouble is caused by subject movement or camera movement. If it is due to subject movement, only the moving object will be blurred, the rest of the picture is sharp. If it is camera movement, the entire picture is blurred.

When taking pictures of moving objects or scenes which include any moving objects it is good practice

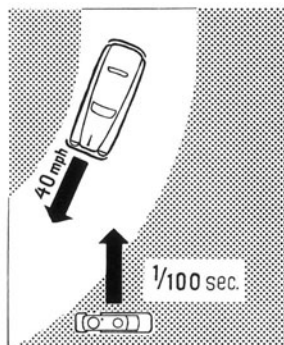
to use the fastest shutter speed that the lighting conditions will permit. A sidewalk full of pedestrians might turn out sharp with 1/50th of a second, while for a passing fire truck you might need 1/500th or 1/1000th of a second. It is not always possible to choose a shutter speed that is ideal for the subject. Your light meter will tell you your limits. Fortunately there is a trick or two by which we can use fairly long exposure times and still get sharp pictures.

When the action runs at right angles to the direction you point the camera, the danger of subject movement is greatest. If you stand in the middle of the street and photograph an on-coming car the subject hardly moves in the picture area — it only slowly becomes larger. Your main danger here is not subject movement but a steep hospital bill.

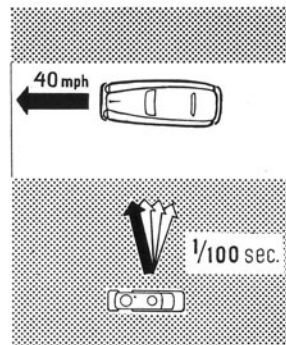
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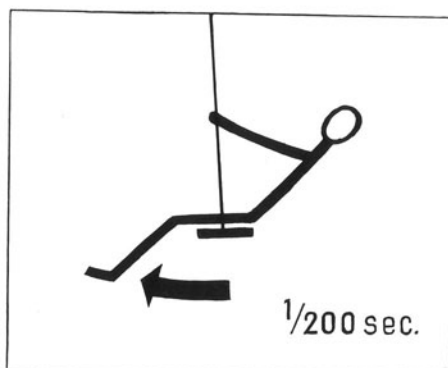
A picture taken at right angle to the direction of movement requires a very short exposure time.



The danger of subject movement is less if you shoot at an angle from the front or back.



In "panned" shots the background is blurred, but the principal subject is sharp.

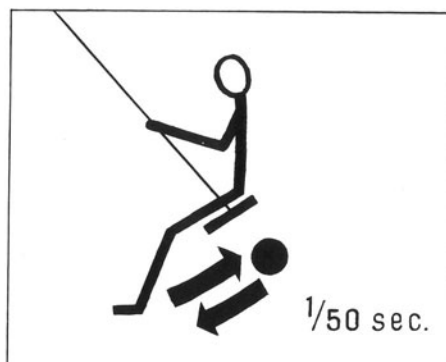
FAST MOVING OBJECTS (*Continued*)

If you make your exposure with the subject in full motion, you need a fast shutter speed to avoid subject movement.

Now it is easy to see why professional photographers post themselves on the curves to take pictures of auto races. First the vehicle must travel slower to make the turn; second, the cars can be photographed either broadside or head-on — without danger of that hospital bill.

*Panning The Camera.* The actual speed of the subject is unimportant. The trick is the relation between the direction of the movement and the direction you shoot. If you move the camera during the exposure so that the car always stays in the same place in the viewfinder, then it must be reproduced sharply. It works, too. This is called "panning" the camera. To do it successfully you must pick up the moving subject in the viewfinder, follow it along, keeping it in the same place in your field of view and then, press the shutter release without breaking the smooth movement of head and camera. We pan the camera to follow the subject. The car will come out sharp.

Not the background. It has *not* moved. But this is good, for the



If you shoot just at the 'still moment' in the action, you can use a longer exposure time and still get a sharp image.

blurred background gives the picture an immediate impression of action. The picture shows us something else: the wheels of the car are not egg-shaped blurs, they are correct in shape for the Minox shutter exposes all parts of the negative at the same time.

*The Still Moment.* Any back and forth or up and down movement has a "still moment." The pitching of a ship at sea, for example. There is a moment when it stops at the highest point, a fraction of a second pause before it slides down into the trough. If we shoot exactly at this moment we can expose for a substantially longer time without getting subject movement than we could in the middle of the action.

With all these examples and rules we must not lose sight of one thing: subject movement *can* make a picture. One prize-winning amateur photograph showed a woman standing helpless on the street pressed in among fast-moving and *completely blurred* automobiles. The picture was a striking symbol of our fast, modern times: man versus machine. It was no snapshot; it was a *picture*.

## PIT STOP AT ELKHART

*Dramatic Moments at Road Race Captured by Minox*

Minox in one hand, monkey wrench in the other, Scott Cameron of Chicago was working with the pit crew of driver Bob Schroeder during the big Road America "500" auto race at Elkhart Lake, Wis.

In an adjacent pit was the crew of ace driving team Bob Holbert and Roger Penske. The Holbert-Penske team was leading the field with three first positions.

Just past the midpoint of the race, Penske's Porsche RS60 developed clutch problems. Penske pulled into the pit for repairs — and Minoxer Cameron took this sequence of shots on Plus-X film.

The hour-long pit stop cost the Penske-Holbert team the race. Cameron captured a great many of the excruciating moments with his Minox.

"Minox is the only camera I could take into the pit," he said. "Its small size and easy shooting made it possible to get photos like these during the breaks in my own work." Once again, Minox proves itself to be the sportsman's camera for sportsmen in the pit and on the track.



"Clutch trouble," Penske shouts, jumping out of the car.



Dejected, he waits anxiously while the mechanics go to work.



One hour later, the broken hydraulic line is repaired.



All hope lost for the coveted prize, he drives off to finish.

SEE PAGE 15 FOR ANOTHER KIND OF RACE PHOTO



# IDEAL CHRISTMAS GIFTS

## MINOX B . . . the gift supreme

World's smallest, lightest, easiest-to-use precision camera has built-in exposure meter. Weighs just 3¼ oz., measures 3⅞" long. So quick, so sure . . . just match speed dial with meter indicator for perfect pictures every time—in all light conditions.

#6014 Minox B, satin chrome finish camera and chain, complete with leather case.

#6015 Minox B PRIVATE EYE, anodized black finish camera and chain, complete with black leather case.

Minox III-S . . . same as new Minox B but without built-in exposure meter. Weighs only 2½ oz., ⅝" thick, 1⅞" wide, 3¼" long

#6010 Minox III-S satin chrome finish camera and chain, complete with leather case.

#6012 Minox III-S PRIVATE EYE, anodized black finish camera and chain, complete with black leather case.

#6011 Minox III-S, gold-plated camera and chain, complete with genuine alligator case.

Minox Camera prices start under \$140



**NEW  
MINOX  
B/C FLASH**

The world's smallest and lightest flash unit measures 2 x 1 x ½", weighs just 1½ oz. Built-in telescoping reflector gives full illumination.

#6543 Model B for Minox B; with belt case

#6544 Model A for Minox III-S; with belt case

#6545 Model U for 35mm or larger cameras; with belt case

#6546 Battery for Minox B/C Flash

Priced under \$20



## TELEPHOTO/BINOCULAR CLAMP

Attaches Minox to binoculars. Adjustable for oculars from 1" to 2" diameter. Has built-in tripod socket and cable release socket. #6612

Priced Under \$26

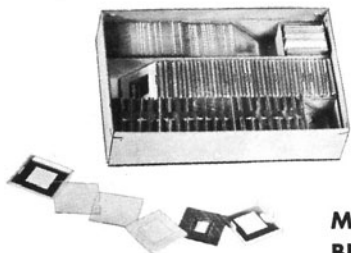
# FOR EVERY MINOX FAN



## MINOX SLIDE PROJECTOR

Shows Minox and other ultra-miniature color slides with exquisite realism. Projects to a big 24"x30" at 8 ft. Measures 8 x 6 x 3½". Pearl gray finish, leather case.

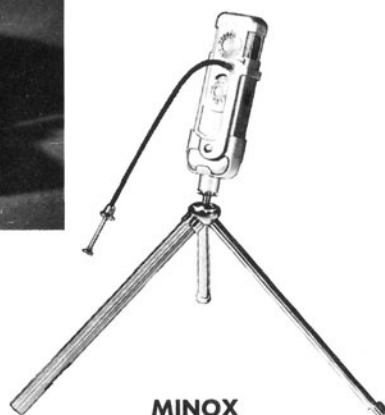
#6301 Priced under \$100



## MINOX SLIDE BINDING KIT

Contains slide frames, metal masks and cover glass to complete 50 slides. #6922

Priced under \$9



## MINOX POCKET TRIPOD

Sets up in 10 seconds, collapses into own case. Has tilting head and cable release. 7¼ x ¾" diam. Includes camera clamp, leather case.

#6621 Priced under \$23

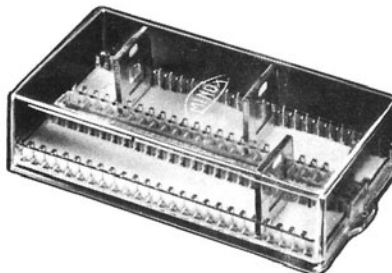


## MINOX TRANSPARENCY VIEWER-CUTTER

Examine frames through built-in magnifier, then cut by thumb pressure. Facilitates speedy slide mounting.

#6901

Priced under \$16



## MINOX SLIDE SAFE

Transparent, dustproof slide file measures 3¼ x 6½ x 1½", holds 50 Minox slides in numbered and indexed slots. #6923

Priced under \$3

SEE YOUR NEAREST MINOX DEALER

## GIVE YOURSELF A MINOX GIFT



### RIGHT-ANGLE FINDER MIRROR

Perfect for around-the-corner picture taking. Shoot to the right or left while facing straight ahead. Great for candid photograph.

#6200 for Minox III-S

#6202 for Minox B



### REFLEX VIEWFINDER

Lets you take pictures at waist level or near the ground for angle shots, or wherever eye-level isn't desired.

#6201 for Minox III-S

#6203 for Minox B



### MINOX DEVELOPING TANK

Daylight loading, with thermometer. #6710

### MINOX BELT CASES

Lets you wear your Minox. Choose from genuine black, brown or red leather.

#6404 Minox III-S belt case

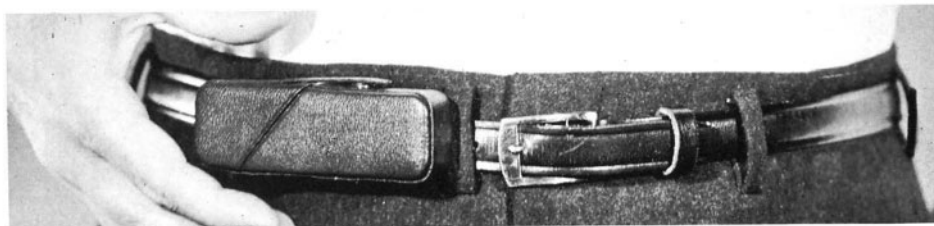
#6406 Minox B belt case



### MINOX PHOTO ALBUM

Has transparent plastic pockets for 102 standard size Minox prints. Expandable to any size through refills. Brown simulated leather with padded cover.

#6930



THESE MINOX GIFTS ARE ALL PRICED UNDER \$16

## AND EVERY MINOXER ON YOUR LIST



### **MINOX ENLARGER/COPY STAND**

Enlarges up to 11 x 14". Has built-in light diffuser control, tilt back lamp housing, f/3.5 micro-Minox lens, double condensers, high-low switch.

#6770



### **ADJUSTABLE COPYING STAND**

Sturdy stand for copying letters, book pages, documents. Adjustable for distances from 8" to 18". Folds to only 9 x 1 x 1½"

#6602

## MINOX FILM ALWAYS A WELCOME GIFT

Black and White—2 cassettes per box

### **Regular Film**

ASA 25—Ultra-fine grain with maximum sharpness, best for all flash shots (50 exposures per cassette)

ASA 50—Fine grain all-weather film (50 exposures per cassette)

ASA 100—Moderate grain (50 exposures per cassette)

KODAK PLUS X—Fine grain ASA 200. Perfect for all-around picture-taking with high speed (36 exposures per cassette)

### **Special Purpose Film**

ASA 5—Micro grain (50 exposures per cassette)

KODAK TRI-X—Ultra-speed ASA 400 (36 exposures per cassette)

### **Color Film—1 cassette per box**

ASA 32—Daylight color film for slide projection and color prints (36 exposures per cassette)

AGFACOLOR CN-14—New high speed Color Negative film for color prints and black and white prints (36 exposures per cassette)

All film priced under \$3 per box

**YOUR MINOX DEALER HAS THESE GIFTS NOW!**

## MINOX MAKES IT A DOUBLY MEMORABLE WEDDING DAY



Just an ordinary calendar? Yes. But for Judy Wendel Simonsen of Milwaukee, Wis., the date was most significant. She was married last July 15.

For months preceding the happy day, her friend Eleanore M. Karkutt surreptitiously Minoxed the bride-to-be as she prepared for the happy event. The photo of the desk calendar was taken at 12". It shows the hour and place of the wedding — and it shows too, how perfectly the Minox can be used as a copying camera. Miss Karkutt's hidden Minox also caught dozens of candid shots of the wedding itself. All told, Miss Karkutt presented the new bride with over 150 photos which traced the Minoxization of Miss Wendel into Mrs. Simonsen. And that's about the next best thing to giving the bride a Minox camera of her own! (Hint: How about for Christmas?)

## BEWARE: USED FILM CASSETTES CAUSE PLENTY OF TROUBLE

Bargain offers of free or cut-price film in Minox Cassettes are giving Minoxers plenty of grief. These "bargains" consist of re-loaded used cassettes, not original factory-packaged products.

Here are the problems:

First, cassettes are usually re-loaded with outdated, unrated black-and-white film — but the film speed marking on the cassette is not changed. The marking may indicate color film — the film is processed as color film — and a roll is lost. Thus, when Minox Processing Laboratories receive the film, it can be incorrectly processed.

Also, used cassettes may be damaged, light-leaking, or ever-so-slightly bent. When re-loaded, scratches can be left on the film . . . or it may even be partially exposed.

**MINOX CASSETTES, LIKE MINOX CAMERAS ARE ULTRA-PRECISION INSTRUMENTS.** There are actually *ten separate parts* in each cassette! The cassette's film channel is built to precise tolerances, and the slightest warpage can play havoc with film . . . possibly even hopelessly jam the camera itself.

For only the best results, always insist on fresh, factory-packaged Minox film. It's your only guarantee of getting unfogged film, properly loaded in new, accurately marked, precision-made cassettes. Don't let a "bargain" ruin a roll of your priceless pictures.

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



**KLING PHOTO CORPORATION**

NEW YORK 10, N. Y. • HOLLYWOOD 38, CALIF.



KLING HAS NO PHOTO FINISHING FACILITIES.  
PLEASE DO NOT SEND PHOTO FINISHING ORDERS TO KLING.





**FIRST IN FASHION . . .** Minox, the world's most fashionable camera, continues to make news as a prop in fashion photography. This photo, taken by Leigh Charell Studios, New York City, is being used nation-wide to advertise the very fashionable Bea Young frock modeled by a most attractive Minoxette.



## ENTRIES POURING IN FOR 4th MINOX CONTEST

Looks like the 4th Minox Photo Contest is going to be the biggest yet — and the hardest to judge! Top-notch pix are coming in from all over the nation. But don't let that scare you off. You may have the prize-winning Minox shot sitting in your desk drawer. The closing date for the contest is not until *August 1, 1962*. Get your entries in now while you're reviewing your current candid crop. Here, once again, are the rules:

1. Prints must be Minox photographs taken between May 1, 1961 and August 31, 1962.
2. Entries should be mailed to the Minox advertising agency, Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Fourth Minox Photo Contest."
3. All entries must be postmarked prior to midnight, August 31, 1962.
4. Print size must be  $2\frac{1}{4}$ " x  $3\frac{1}{4}$ " or larger. Negative must be available for future prize prints.
5. Enter as many prints as you wish in one or both divisions of contest.
6. Each print submitted must contain the following information on back:
  - a. Classification of entry—either "Business" or "Pleasure."
  - b. Contestant's name, address, city.
  - c. Type of film used.
7. Minox photographs entered in the "Pleasure" classification will be judged on interest and artistic superiority.
8. Minox photographs entered in the "Business" classification will be judged on useful application of Minox to business or industry.
9. Prize-winning pictures become the property of Minox Processing Laboratories and must be released for publicity purposes.
10. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies and members of their families are not eligible.

## THE MEMO DEPENDS UPON ITS FRIENDS

The great bulk of editorial material that appears in the pages of the *Minox Memo* is contributed by you, the readers of the Memo — users of the fabulous Minox camera and its accessories. Why not send some of your more interesting photos and Minox stories to us. Share your Minox-lore with other members of the clan. It's quite a thrill to see your photos in print — ask the man who's been published. Minox Processing Laboratories will send you a free roll of Agfa CN-14 film if we use your photo or story. And don't despair if you don't see your story immediately — we often have to hold some excellent stories because of space limitations. Please send your contributions to: The Editors, Minox Memo, c/o Herbert Baker Advertising, 737 N. Michigan Ave., Chicago 11, Ill.

## FOUND: ONE MINOX

In a small village near Basel, Switzerland, the Lichtenstein Police discovered a Minox III S, lost by some unlucky traveler. The serial number indicated it was owned by an American. MPL was contacted immediately. Unfortunately, the owner had not registered his name with the lab. If you know to whom this lost Minox belongs — and can identify it by its serial number — contact Don Thayer at Minox Processing Laboratories, Box 94, Forest Hills 75, N.Y. And to those of you who have not yet registered your Minox serial number . . . let this sad story be your warning. Register your number with Kling Photo Corp. and MPL as soon as possible to avert a possible tragic loss! It's great insurance against the possible loss of your prized Minox.

## OPEN THE GATE!

Ease of loading and unloading film cassettes is one of the great advantages and conveniences of the Minox.

It's a virtually foolproof operation — but it can always go wrong if you don't follow this simple rule:

Open the film gate by "closing" the camera approximately  $\frac{1}{8}$ " before dropping the cassette into the camera. Do the same when removing the exposed film.

If you don't close the camera this  $\frac{1}{8}$ ", the gate remains closed. The film, then, cannot drop into proper position when you load — and will be held tight when you attempt to remove it. Forcing the cassette in, or prying it out can damage the cassette and jam the camera, let alone ruin the film. Many valuable pictures can be lost due to this oversight on the part of Minoxers in too great a hurry.

Open the gate . . . and let that cassette glide in.

## minox clubs

We've had word from two more Minoxers interested in forming local clubs. Both are Californians — both eager to contact other Minoxers in their respective cities:

### LOS ANGELES

Vivian Van Eyck  
5008 Lincoln Avenue

### SAN MATEO

Axel F. Bergman  
1218 Nadina Street

The editors of the Minox Memo are always eager to assist in the formation of new clubs. And to help existing clubs gain new members. If you are interested in organizing a Minox club, just send us your name and address and we'll be happy to spread the word through these pages.

And don't forget to send us the latest news from your own Minox club. Had an interesting meeting? Held a local Minox contest? Picked up any tips you might want to pass on to others?

Let us know about it. Remember, the Minox Memo is your magazine.

## YOU, TOO, CAN MINOX FROM THE "PIT"



You don't have to be in the pit at Elkhart to get real action photos of auto races. You can do it right in your living room. A Minoxer — from deep in the heart of Texas, sir — Minoxed some of the excitement of a Strombecker model road race. These scale models of real race cars are sent whizzing around a table-top track in this exciting new hobby. Try shooting these ultra-miniature Strombecker cars with your ultra-miniature Minox!



# MINOX MEMO

P. O. Box 94, Forest Hills 75, N. Y.

Form 3547 requested

Bulk Rate  
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Permit No. 232



**PIT STOP AT ELKHART**  
(See page 7)

## ABOUT THIS BOOK

Hardware used in the creation of this book:

GATEWAY 500S PC, P4 1.8Ghz running Windows XP  
CANON CanoScan N1240U Scanner

Software used in the creation of this book:

Adobe Photoshop 6.0  
JASC Paint Shop Pro 5  
Adobe Acrobat 5

